

## GENDER AND EATING DISORDERS

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**Abstract:** 3 % of girls and women have the Eating disorders, especially in the age of from 13 to 25 years old. But every women no depends on age and also men may suffer on it.

*The social and cultural causes of beginning of the Eating disorders are culture with her ideal of very slim women which is mean as a very beautiful, a negative influence of advertisement and medias.*

**Key words:** *eating disorders, anorexia, bulimia, myth of beauty, girls' magazines*

The Eating disorders (anorexia nervosa, bulimia) are psychiatric diagnosis.

From the Eating disorders suffers in 95 % girls in the age of from 13 to 25 years old. But every women no depends on age and also men may suffer on it ([www.stripky.cz/nemoci/vyziva/anorexie](http://www.stripky.cz/nemoci/vyziva/anorexie)). Because the Eating disorders are psychiatric diagnosis, the behaviour which has connection with the illness a man can not regulate and he can not cure of himself.

A valetudinarian is only interested in his figure and food (especially in case of anorexia). He is also moody and unconcentrated ([www.anabell.cz\\_Mentální](http://www.anabell.cz_Mentální) anorexie, Krch, 2005).

No eating is always a way of „solving some problems“, mainly a psychical problems, distress, anxiety, stress and depression.

A lot of various type of eating disorders exists but they have a common feature, it is a strange attitude to eating.

**Anorexia nervosa** is a psychiatric diagnosis that describes an Eating disorder characterized by low body weight and body image distortion with an obsessive fear of gaining weight. 3 % of girls and women have the illness. Individuals with anorexia often control body weight by voluntary starvation, purging, vomiting, excessive exercise, or other weight control measures, such as diet pills or diuretic drugs. Valetudinarians are very active or workoholic and have some psychical problems as a hysteria, a neurosis, a falsehood, a dysmaturity of personality and a sexual dysmaturity. In a later stadium they have also problem which has connection with the illness and no eating for a very long time. A treatment is very difficult, doctors use a psychotherapy and drug treatments (Vokurka, Hugo, 2000; Krch, 2002).

**Bulimia**, also called bulimia nervosa, is a psychological eating disorder. Bulimia is characterized by episodes of binge-eating followed by inadequate methods of weight control. Inadequate methods of weight control include vomiting, fasting cure, frequent use of laxatives and diuretics. Excessive shape and weight concerns are also characteristics of bulimia. Binge eating is not a response to intense hunger. It is usually a response to depression, stress, or self-esteem issues. During the binge episode, a person loses control over himself. However, the sense of a loss of control is also followed by a short-lived calmness. The calmness is often followed by self-loathing. The cycle of overeating and purging usually becomes an obsession and is repeated few times a week. Sufferers consume huge quantities of food. Sometimes up to 20,000 calories at a time. The foods on which they binge tend to be foods labeled as „comfort foods“ -- sweet foods, high in calories (Vokurka, Hugo, 2000; [www.osel.cz/index.php?clanek=1398](http://www.osel.cz/index.php?clanek=1398); Kocourková, 1998)

## Causes

There is no single cause for anorexia and that it stems from a mixture of social, psychological and biological factors.

People with anorexia have been found to have certain personality predispositions to develop the Eating disorders : high levels of obsessiveness, strong self-control and clinical levels of perfectionism.

Among social and cultural factors, which may evoke the Eating disorders, adherent to negative influence of advertisement, a pressure on women in connection with her profession (modeling) or sports career (ballet, gymnastics, dance)

Among biological factors, which may evoke the Eating disorders, adherent to sex, because women is often predisposed with this disorder, puberty (moods, anxiety, low self-confidence).

The others starters are problems in a family, a sexual violation and an inclination to depression and anxiety ([www.anorexieabulimie.estranky.cz/stranka/mentalni-anorexie-v-kontextu-rodinneho-systemu](http://www.anorexieabulimie.estranky.cz/stranka/mentalni-anorexie-v-kontextu-rodinneho-systemu), Maloney, 1998)

**Myth of beauty** is defined like a standard of beauty, which is shown to women and men female by a media, a fashion and a cosmetics industry ([www.feminismus.cz](http://www.feminismus.cz))

## Women magazines

Women magazines is a very successful in distributing of myth of beauty. Their message is simple: beauty does not depend on nature, on genetic equipment. Every woman can be pretty if she does everything what magazines advise. ([zenskaprava.ecn.cz/cz/krasa](http://zenskaprava.ecn.cz/cz/krasa))

## Girl's magazines and myth of beauty

In girl's magazines there are a lot of gender stereotypes. Magazines show them that being beautiful, slender (Wolf, 2000; McRobbie, 1991) and having a boyfriend is very important for girls. Girl who has a boyfriend is better than girl who has not a boyfriend. For gaining the aim they are able to do everything, including

changing themselves and hiding their individuality (McRobbie, 1991; Herrmann, 2000).

I recognized 20 volumes of girl's magazines from 2002-2007, 10 of them are Cosmogirls and other 10 are *Dívka*. I focused on their sense.

**The aim of research** was gain the answer of this ask: Are women and girl in these magazines described in mostly articles as an object of beauty and love between boy and girl?

## Hypothesis

H1: In the magazines is the main theme a theme of beauty and care of beauty (Wolf, 2000; McRobbie, 1991)

H2: In the magazines is the second most frequent theme a theme of love between boy and girl (McRobbie, 1991; Herrmann, 2000).

**Method:** I used the method of content analysis. Thanks to it I can change the text and photos to measurable variable quantity. I compared the place on which is described the theme with the place of whole magazine. I counted it in cm<sup>2</sup>.

## Results

H1: prove true: Cosmogirl magazine has 100 pages (28600cm<sup>2</sup>), on 9274-10868 cm<sup>2</sup> of them it focus on a theme of beauty and care of beauty. *Dívka* magazine has 90 pages (48600cm<sup>2</sup>), on 11880-15120 cm<sup>2</sup> of them it focus on a theme of beauty and care of beauty. It is 1/3 of a magazines.

H2: prove true: Cosmogirl magazine has 100 pages (28600cm<sup>2</sup>), on 5148-5720 cm<sup>2</sup> of them it focus on a theme of love between boy and girl. *Dívka* magazine has 90 pages (48600 cm<sup>2</sup>), on 7020-8100 cm<sup>2</sup> of them it focus on a theme of love between boy and girl.

The volume of *Dívka* from March 2004 in article *Diet for slender figure* warn agains diet, bulimia and anorexia and advise to girls a well-balanced diet and sport, but the whole magazines are full of photo of very slim models, actrice and singer.

In the volume of *Dívka* from April 2004 is article about plastic operation of bust in seventeen years old. In the article there is not described any negations of operation, plastic operation there is described like a normal thing of our everyday life which helps girls with their aim being beautiful. There is written: „I am very happy. I am interested in buying my underwear for the first time in my life. Thanks to the plastic operation I have beautiful bust.“

Magazines advise to girls hiding thier individuality a changing to look like an „ideal women“, which is described in the magazines.

Magazines also advise that you must changing your identity for having a boyf-riend. In one article in the volume of Cosmogirl magazines from July 2007 is written:

„You must know that you can have every boy but you must have the same interests as he“.

## Conclusion

The Eating disorders is serious and frequent illness. 10 % of people, who suffer from the Eating disorders, die which is the biggest death rate of all psychiatric diagnosis.

The media may be a starter of evoking of eating disorders, because the media show us picture of pretty women as slender and young and people mean that is only one way of being pretty which can cause the Eating disorders.

For this reason is a very important function of school brief pupils about anorexia and bulimia and their end and encourage them.

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## GENDER A PORUCHY PŘÍJMU POTRAVY

**Abstrakt:** Poruchy příjmu potravy postihují až 3 % dívek a žen, nejčastěji ve věku od 13 do 25 let, může se však vyskytovat u žen v jakémkoliv věku a také u mužů.

Mezi sociální a kulturní faktory podmiňující vznik PPP patří rychle měnící se kultura, která přináší módní ideál, negativní vliv reklamy a medií, ukazující vyhublé modelky jako ideál krásy.

**Klíčová slova:** poruchy příjmu potravy, anorexie, bulimie, mýtus krásy, dívčí časopisy