



KADIR HAS UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
NEW MEDIA DISCIPLINE AREA

**THE BODY IMAGE IN MEDIA AND ITS IMPACT ON  
FEMALE ADOLESCENTS IN PAKISTAN**

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MASTER'S THESIS

ISTANBUL, MAY, 2018

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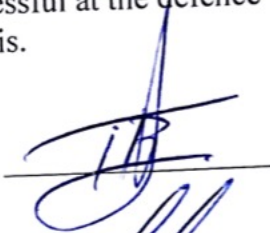
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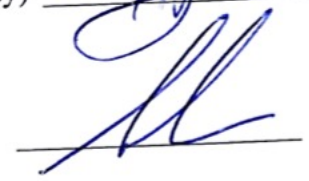
## ACCEPTANCE AND APPROVAL

This work entitled "The body image in media and its impact on female adolescents in Pakistan" prepared by Malik Jahangir Jan has been judged to be successful at the defence exam held on 6-June-2018 and accepted by our jury as Master's Thesis.

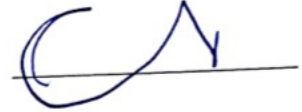
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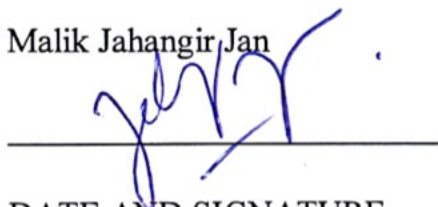
  
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I, Malik Jahangir Jan;

Hereby declare that this Master's Thesis is my own original work and that due references have been appropriately provided on all supporting literature and resources.

Malik Jahangir Jan



DATE AND SIGNATURE

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## ABSTRACT

Jan, Malik Jahangir. *THE BODY IMAGE IN MEDIA AND ITS IMPACT ON FEMALE ADOLESCENTS IN PAKISTAN*, MASTER'S THESIS, Istanbul, 2018.

Today, if we look at a magazine cover or a television commercial, the odds are that the woman are being shown as tall and extremely thin. Media and our society have eventually begun to cast out those who do not fit this ideal image of beauty which has been set as a standard by the media. This research aims in finding and examining the impact of the body image in media on the female adolescents, with the specific focus laid on the body dissatisfaction, self-esteem and eating disorders. The research is quantitative in nature and the focus has been laid to collect the data through the questionnaires from the adolescent females. The research results identified and revealed that the young women are very much concerned about their looks and bodies because of the role of media and its influence that is dynamically reflecting perfect body images and preference of becoming slimmer. Moreover, the body image in media not only influences by increasing the body dissatisfaction but creates eating disorders and causes decrease in self-esteem of female adolescents as well.

**Keywords:** Body Image, body dissatisfaction, self esteem, eating disorders

## ÖZET

Jan, Malik Jahangir. *THE BODY IMAGE IN MEDIA AND ITS IMPACT ON FEMALE ADOLESCENTS IN PAKISTAN*, YÜKSEK LİSANS TEZİ, İstanbul, 2018.

Günümüzde, bir dergi kapağına veya bir televizyon reklamına baktığımızda yüksek olasılıkla gösterilen kadınlar uzun boylu ve gerçeklikten uzak ölçüde zayıftır. Medya ve toplumumuz, medya tarafından standartları oluşturulmuş bu güzellik kavramına uymayanları kabul etmemeye başlamıştır. Bu araştırmanın amacı, medyadaki beden imgesinin genç kadınlar üzerinde oluşturduğu öz güvensizlik, yeme bozuklukları ve bedenlerinin yetersizlikleri fikirlerini bulmak ve kadınlar üzerindeki etkilerini gözlemlemektir. Araştırma genç kadınlara yapılan anketlerden elde edilen bilgiler doğrultusunda rakamlarla desteklenmiştir. Araştırma sonuçları göstermiştir ki medyanın rolü ve mütemediyen yansıttığı mükemmel beden ve daha zayıf olunması gerekliliği fikri yüzünden genç kadınlar görünüş ve bedenleri için çok endişelidir. Medyadaki beden imgesi kadınlarda sadece beden öz güvensizliğini artırmakla kalmaz, dahası yeme bozuklukları ve öz saygı eksikliğine yol açar.

**Anahtar Kelimeler:** Body Image, body dissatisfaction, self esteem, eating disorders

## INTRODUCTION

This study aims to extend the research on the effects of the body image created in media especially in television on body dissatisfaction, eating disorders and self-esteem of female adolescents. Using a quantitative method, this study seeks, in particular, to discover whether the body image in media negatively affects women studying in the universities of Lahore, Pakistan.

The connection of media and body image is very important and carries considerable importance in context to its overall impact on the psyche of the people and the society. The media is a conveyor of socio-cultural values regarding ideal body, shape and size, which creates an understanding of the ideal man and woman (Khan, Khalid, Khan, & Jabeen, 2011, p. 379).

Number of campaigns and speeches throughout the globe are immensely conducted to aware people that comparison with the body image in media might negatively impact on themselves making them really lose their self-confidence and creating lot of hurdles in the accomplishment of their personal goals and objectives (Pallan, Hiam, Duda, & Adab, 2011, p. 21).

It is considered that in different countries, there are really different viewpoints and perspectives of the body images and their impact on the overall thinking of the women. It is analysed that in most of countries, focus and emphasis is entirely laid on the beauty and perfection in terms of the ideal body image. However, the viewpoint does vary from country to country. In this research work, the entire focus has been laid on conducting

analysis of Pakistan. Since the literacy rate in Pakistan is still not considerable enough and the effects of body image in media can be observed increasing day by day as well. The boost in the business of products related to body image such as slimming/weight reducing medicine, skin whitening creams etc gave me an urge to look into the matter deeply and find out what role media is playing in Pakistan regarding body image.

Body image was considered more severe issue in Western culture and non-significant in eastern culture such as Pakistan. But media explosion in Pakistan in last one decade has become a major source for changing traditional norms and values. An interesting fact about body image in Pakistan is that a thin body was never an ideal, in fact it was disliked. The women having thin body were considered unhealthy and assumed that they are not prosperous. But now obsession towards ideal body image has increased significantly in Pakistani culture as well. Hence the local population is facing issues related to body image, which Western Culture faced a few decades ago (Tariq Jalees, Ernest Cyril De Run, 2014, pp. 16-34).

I had further interest in this topic while teaching in a college, I realised that students feel that their appearance really has an impact on their success as a student. Many students believed that having a good appearance will help them get positive benefits in their student life. On the other hand, there were some students who were in a way physically challenged and either obese more than normal would always act hesitating and shy. They showed less confidence and showed no urge to participate in different activities. Also I could see many students having complex with their dressing as many girls were wearing modern clothes and some were wearing scarf. This observation led me to have an interest in body image and study thoroughly how the media is having an impact on

body image especially in Pakistani university students. The already existing research done on body image in the perspective of Pakistan is very limited and has been done mostly before liberalism introduced in TV. I aim to utilise my findings in this academic work to translate and implement it in my teaching practice in programs and ideas that can be used with the students.

In the making of content for media, the use of thin body ideal has been the most common practice around the globe. Interestingly women get affected from these body images in media in a number of ways. The foremost is body dissatisfaction. Once this body dissatisfaction factor is raised in women, they don't feel happy with their own bodies and the comparison with perfect bodies leads them to be dissatisfied with themselves. It further causes to affect their self esteem, they feel that they are not equal to women being shown TV and they tend to develop inferiority complex. Ultimately they start to develop eating disorders or upset their normal diet in order to attain perfect body shape. So, these issues are caused by body image in media and need immediate attention for changing the impacts and effects. While we claim that the purpose of media is to create awareness, we have to be sensitive about its harmful effects as well. The data collected will be helpful to analyse the situation of Pakistan and also for researchers of the media field to draw comparisons on basis of this research. Previously most of the research on this topic has been carried in western and first world countries, a data from third world country can also help to have an insight of media impacts on different sociocultural scenarios.

The study is having a limitation that it has been carried only in one city and the findings of the study cannot be generalized. The availability of funds and time could help to carry

this research on a larger scale in Pakistan but as a student it wasn't possible. In future, further researches may be carried out using a larger sample drawn from Pakistan and by studying whether body image in media effects varies ethnically, or by age and gender.

The campaigns and struggles being done to discourage promotion of body image of women in media will also get empirical evidence to support their causes around the world with the help of the findings. The stakeholders in the field of media that are media practitioners, general public and researchers will all get a better understanding of dynamic role of media for effecting body image in today's world. It is important to promote a wider spectrum of body shapes in popular culture to include all shapes and sizes, ages and ethnicities, for this purpose the understating of negative impacts of body image holds vital position in the field of media research.

The next chapter of this research study in-detail presents the past researches and literature, that have been conducted by the previous researchers in context to the media exposing to the ideal body image, and how does it tends to impact the women. Moreover, on the basis of the past researches and literature, variables are identified further deriving the research hypothesis. In the next chapter, research methodology is presented. The chapter clearly presents the research design, research approach and philosophy and clearly defines the methods and strategies adopted by the researcher in the conduction of the research study. In the fourth chapter, the data analysis and discussion have been presented with regard to body image and context of Pakistan. Final chapter presents the conclusion and recommendations. Conclusion and recommendations are presented in context to the data analysis and discussion carried out according to past researches and current findings.

# CHAPTER 1

## LITERATURE REVIEW

### 1.1. Media and Body Image

We are living in a world where society seeks perfection. Traditional mechanisms have been replaced by the advanced integration of communication and technological mediums, with bringing dynamic changes in the perspective of thinking and working (Khan, Khalid, Khan, & Jabeen, 2011, p. 379). It would not be wrong to state tremendous changes have been brought by the communication media. Media do not only influenced the living standards of people, but they have set the beauty standard as well (Swami, Airs, Chouhan, Amparo Padilla Leon, & Towell, 2009, pp. 288-296).

Body image in media has become an important aspect of one's mental health, self-esteem and well-being. In western society, images of unattainable body ideals fill magazines, TV advertisements, movies and social media sites, and these images generally reflect those of the thin idealised women (Swami, Airs, Chouhan, Amparo Padilla Leon, & Towell, 2009, p. 288). However with the quick advancement in media sector in Pakistan, the thin ideal body image has been impacting greatly and effecting women accordingly. There is a competition amongst women to look like the thin and idea body models on the TV.

Perfection in beauty has become really focus of attention, and number of women and men, especially of young age groups tend to emphasize skills and talent over beauty. On the other hand, it has tended to dynamically impact on the way people perceive

themselves. There are number of cases in which young women have gone into the phases of depression when they view and compare themselves with the actresses and models (Pallan, Hiam, Duda, & Adab, 2011, p. 21). When they are not satisfied with their body, it makes them feel worthless. They feel that having a good body is more important than having other important characteristics to be a successful and useful citizen in the society. (Kong & Harris, 2015, pp. 141-160).

In today's media, thin actresses and models are the standards, ever existing on the television and in the movies, magazines, and the internet sites. The advertisements tend to target the young woman featuring beautiful and thin models in the desirable scenarios for the purpose of selling the clothing, accessories and many other products and services (Meier & Gray, 2014, pp. 199-206). It is considered to be the presence of mediated norm for the body image in the existing culture, perfect body image is gaining high importance (Niemz, Griffiths, & Banyard, 2005, pp. 562-570). However still normal women don't realize that the models are paid for all this and it's their obligation to look like this as this is their profession. In Pakistan, being very slim had never been liked and appreciated. In fact people who were very slim always had to face criticism as they think that they don't have enough prosperity in life and they don't have proper food to eat. It was a country where healthy and chubby people were always appreciated and loved. In the end the liberalisation of media set new standards and now women have started to try looking like western slim models.

The body image is recognized as the merging of the one's outer appearance with the perception that is derived from the cultural and personal factors. In simple terms, body image can be defined as the multi-dimensional construct that is impacted by the social,



psychological and biological factors. Thus, it is considered that an adolescent tends to construct his or her body image in number of ways, incorporation with the input from the family, media and peers. The intense pressures to the emulation of western ultra-thin body for the women, comes from the parents, media and moreover, friends (Miller & Pumariega, 2001, pp. 93-110). This kind of pressure from family and peers was never common in Pakistan. But now even the parents are concerned about their obese children and youngsters are so much conscious about how slimmer they look.

Media and body image is deliberated to be really important and debatable topic. However, with the advancements in the media and body image, today, the body image is interlinked with the factor of beauty and relates with the attaining of the thin ideal body, which in some contexts is really seemed not valid (Pesa, Syre, & Jones, 2000, pp. 330-337). The body image helps for perception that person has of their overall physical self as well as feelings and thoughts that are resulted from that of the perception. These thoughts as well as feelings could be either positive, negative or even both, and are increasingly influenced by the environmental and individual factors, especially media's role in creating the perception (Tylka & Wood-Barcalow, 2015, pp. 118-129). In Pakistan, the projection of thin ideal body image is very common now as compared with a decade ago. How women dress on TV, how they look, how they project their body it all has changed dynamically from very conservative to very liberal.

Basically, the research is conducted to assist the people to understand that promotion of the media of the ideal body image and creating its perspective in the minds of the people is really wrong. It needs to be realized that the women should not be only focused on the attaining of perfect body image, and their acceptance in the society is not because of

their body image, rather it is because of their smartness, accomplishment of personal and professional goals and most importantly, their educational goals. Countries and nations don't succeed on how they look in fact what qualities they possess, those matters the most. People should understand that there is not harm in doing fashion or looking nice but having self confidence and love with your own self is of great importance. Having not very impressive literacy rate, media impact definitely would be higher in Pakistan. That is the reason women are struggling a lot because of media and body image. Since last couple of years, media has dynamically transformed the way women perceive about their bodies. From the viewing models on the fashion shows and actresses in dramas, women also want to have such body image.

It is really important to note that the importance of the body image should not be considered over the smartness and education. Similarly, body image should be overall interlinked to the factors of the smartness, and healthy diet. There is lot of difference between attaining of the perfect body image and being healthier. It is very important that the person is healthy, in comparison of being only have attained the perfect or ideal body image (Yiu, Murray, Arlt, Eneva, & Chen, 2017, pp. 6-12).

## **1.2. Body image and body dissatisfaction**

Body satisfaction has a really important connection with media and body image and it is considered to be one of the concepts that bear's incredible importance. It is really important to consider the feeling, perception and thoughts that the person has about them. Numbers of the people in the existing society are really unsatisfied about their

bodies and body images (Russello, 2009, pp. 4-10). The increase in the body dissatisfaction is mainly caused by the increase interaction with the media. The more people see the media, the more they get attracted and impressed by thin ideals shown (Akdevelioglu & Gumus, 2010, pp. 1187-1191).

Moreover, the exposure of the media cannot be considered as one the major causes, but however, the body dissatisfaction is also caused by the increasing apt of exposing oneself to the certain media types that incredibly feeds such dissatisfaction (Pallan, Hiam, Duda, & Adab, 2011, p. 21).

The body dissatisfaction is considered as one of the major sources of the suffering women at all ages. It is considered that one of the potential factors that mitigate in the body dissatisfaction is the self-compassion, that is deliberated as the construct that garners the increase research attention due to the strong interlink with the psychological health (Albertson, Neff, & Dill-Shackleford, 2015, pp. 444-454).

The research completely revolved around the investigation of whether the brief three week period of the self-compassion results in mediating the training that would enhance the body satisfaction in the multi-generational women group. The research findings have suggested that the compared to control group, the intervention participants that are experienced importantly greater minimization in the body dissatisfaction, contingent self-value on the basis of appearance, body shame, and body appreciation and self-compassion. Moreover, it has been highlighted and considered that the satisfaction of the body images is incredibly impacted by the televisions, and the actresses that come in the morning shows and working in dramas. It has been recommended that the self-

compassion meditation can be deliberated as really useful as well as cost-effective means of bringing improvement in the body image in the adult women.

The body image is considered to be the multidimensional constructs that does receives increase scientific study since last couple of years. The considerable research overall examined and analysed the major determinants of the development as well as functioning of the body image and their overall implications for several other aspects of the human psychology. In accordance to the meta-analysis and of how it is founded that the basic dimensions of the body image are the major factors that contribute to increase body dissatisfaction. Moreover, it needs to be also considered that the major socio-cultural impacts and contracts lead to the increase body dissatisfaction (Cash, 2005, pp. 438-442). Since Pakistan is going through a transition phase from conservative to liberal and TV has played most important role in this. The changing socio-cultural values need enormous attention to understand how it's affecting the women in country.

As the body satisfaction and self-esteem are interlinked, that is of no surprise that media has been very strong influence on the body satisfaction and the self-esteem. The socio-cultural pressures in adhering to ideal body image and seeking of perfection are increasingly imposed by the media, and has become one of the major causes for large amount of the body dissatisfaction that is founded today in number of individuals, especially; the rate of women is really high (Sparhawk, 2003).

### **1.3. Body image and self esteem**

The self-esteem level has been interlinked with increased interaction of the media body image (Russello, 2009, pp. 4-10). It is really disturbing that most of the women get low confidence and self-esteem when they consistently view actresses and models on the television. They think that they are unacceptable in the society, while measuring the beauty as interpretation by the television (Robinson, Prichard, Nikolaidis, Drummond, Drummond, & Tiggemann, 2017, pp. 65-71).

Adolescents have confronted the daunting tasks as they are in the phase of moving through the puberty to the adulthood. The establishment of positive and healthy viewpoint of the one's body has been recognized as the successful transitions. Most of the researches revealed that a wide array of the harmful emotional outcomes that are associated with the negative image of the body, that includes the integration of the depression and way towards the extremely poor self-esteem (Niemz, Griffiths, & Banyard, 2005, pp. 562-570) (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015, pp. 38-45).

It has been considered that both, self-esteem do directly as well as indirectly impact or influence the way individuals tend to compare themselves to the media images. It is considered that since last couple of years, with the advancements of media, business globe has dramatically changed and transformed. Number of the different businesses, corporations and companies hire the actresses and models that are immensely beautiful and have ideal bodies. These actresses and models are used for the selling of the products and services due to their intense beauty and attraction to the buyers. The main concept behind this is that the consumer believes or perceives that such beauty they can

attain as well. (Swami, Airs, Chouhan, Amparo Padilla Leon, & Towell, 2009, pp. 288-296). The same practice has been seen in media in Pakistan. More and more perfect models are used in wide range of media aspects on TV such advertisements, news casting, soap serials and entertainment programs.

Moreover, on the other hand, the society and consumers do not consider that this beauty has only been chosen for the business context, which is selling and buying of the products. When women look at the magazines, fashion shows, advertisements and programs, with so many interactions on the TV, it all results in the over thinking of attaining the perfect and ideal body image to be acceptable in the society.

The increased media exposure amongst the young children have highlighted and suggested to the influence of the self-concepts and adoption of the social stereotypes in context to the body weight, especially, the increase weight. Aim of the study was the examining of the impact of the TV and DVD in development of the positive stereotypes towards the self-esteem, thinness, and the body mass indexes standardized for the child gender and age, especially amongst the very young girls (Rodgers, Rachel F.; McLean, Sian A.; Paxton, Susan J., 2015, p. 706). The research findings have revealed the partial support for theoretical model that highlighted the relationship with the emerging strong amongst the age of four and five years old. The findings suggested that influence of the media exposure on the body image and the weight relate variables might initiate at very initial age.

#### **1.4. Body image and eating disorders**

The exposure to thin-ideal TV is associated with a rise in eating disorder symptoms in adolescent girls; this effect was partially mediated through increasing perceived discrepancies between actual and ideal body shape (Meier & Gray, 2014, pp. 199-206). Among young college women, greater media exposure is linked directly with more eating disorder symptoms and indirectly through stronger internalization of the ideal-body stereotype with greater body dissatisfaction. These findings suggest that women's internalization of sociocultural standards of female beauty is an important factor mediating the association between media exposure and body dissatisfaction (Pesa, Syre, & Jones, 2000, pp. 330-337).

Body Shame and Body Surveillance are considered as the major features of the objectified consciousness of body that has been linked as the disorder eating; the evidence has been based on the cross-section as well as limited to the samples in the several Western Countries. Furthermore, the research has investigated and examined that there are number of factors that deliberately contribute to the eating disturbances. In prospective research study, body shame, body surveillance, and the major features of the complementary social cultural frame works. For instance, the perceived appearance from the mass media, as well as closest interpersonal network, negative effect, body dissatisfaction and social comparison (Jackson & Chen, 2015, p. 741).

It needs to be considered that today, the media world has dynamically transformed into the business market, where the advertisers and markets consider each and every important aspect and strategy in order to sell their products and services. In simple terms, it means that the actresses and models are used by the business companies to sell

their products and services on television through advertisement mode. More important aspect is that the marketers are looking forward to the extra thin bodies of women so that their products can be effectively sold and they can gain good hold of the market share. However, on the other hand, thin bodies of females as perceived by the common women might turn into big eating disorders. It has been also reported that too thin bodies caused due to the increase fitness might overall result in the increase eating disorders.

Adults, including the parents, women, and paediatricians, want the adolescents to attain a really healthy body image. The increase eating disorders that includes bulimia, obesity and anorexia seems to have an association with the disordered body images in the adolescents. All seem to have on rise due to the increase interaction with the media. This is mainly because women think that they are only going to be acceptable in the society by considering the major aspects of the fitness and perfect body images. Whereas, when children only watch television they tend to get obese as the physical and outdoor activities get low (Duarte, Ferreira, Trindade, & Pinto-Gouveia, 2015, pp. 754-764).

The eating disorders are considered to be really serious disorders that overall tend to have really negative impacts on both, physiological and psychological well-being that is tend to be created by the media, especially television. Despite of fact, eating disorders impacts both genders, however, often the rate of impact on the women is really high in comparison to the male due to the aspect of their taking great influence from the media. The aim of the research was to overall enhance the understanding and interpretation of clinical features of the adolescent females within the eating disorders. The findings of the research reflected that the age does not matters on the aspect of the eating disorders, however, the main thing that highly matters is the weight of the females, that overall



urge them to increase the eating attributes and the way they perceive their bodies due to the high interaction with the television (Welch, Ghaderi, & Swenne, 2015, p. 45).

The insecure attachment as well as mentalizing the difficulties is associated with the eating pathology in the adulthood due to the increase of their exposure to media (Jewell, et al., 2016, pp. 354-373). However, it is really unclear whether the eating pathology is connected with the attachment or the metallization in the children. The aim of research is systematic review of literature in emerging field. It is considered that the research suggested that the adolescents with the anorexia nervosa might have the difficulties in the recognition of the emotions. These emotions are increasingly created from their interaction with the aspect of the media, and the wrong perceptions that they have overall created from the women, especially actresses they view on the televisions.

The sociocultural theory of the body dissatisfaction posits the internalization of media idea and appearance comparison as the predictors of the body dissatisfaction; however, it might be the key risk element for the eating disorders. The social cultural theory of the body dissatisfaction, that have suggested that the internalization of media ideal precede as well as predicts the appearance comparison, and that the body image intervenes that tends to target the internalization of media ideal, and the social appearance and body dissatisfaction are main likely to be really effective (Rodgers, Rachel F.; McLean, Sian A.; Paxton, Susan J., 2015, p. 706) (Rodgers, Damiano, Wertheim, & Paxton, 2017, p. 2356).

Accordingly, it is considered that the eating attributes overall is caused by the increase influence that females grab from the television and the misconception of what they

consider are been portrayed by the females. Moreover, in future, more researches should be conducted and considered in context to the eating attributes causing the major factors of media.

### **1.5. Through the lens of social comparison theory**

Social comparison theory has been extensively utilized in the number of research works. It was first suggested by the Festinger in the year 1954. The theory completely revolves around that the individuals makes the comparison between overall themselves with the others, who tend to possess desirable certain abilities, qualities and traits, that they think or perceive that they do not have or possess. And such comparison assists the individuals in the establishment of their overall identity. However, those who likely in choosing of the inappropriate comparisons tend to target or take part in the upward comparisons that are also more likely to be entirely affected or impacted by the ideals of social culture, especially, dealing with the appearance (Russello, 2009, pp. 4-10).

The focal point of the theory is that people compare themselves with others on the basis of those dimensions that are similar to them (Festinger, 1954, pp. 117-140) the comparison could be either upward or downward. In upward comparison individuals compare themselves with someone who is superior to them which lead to depressed mood. In case of downward comparison people compare themselves with those who are inferior to them on several dimensions, which results in the elevation of mood (James A. Kulik, Lilly F. Lin, 115-123)

Comparison is a natural phenomenon in a human being. We compare many things in our life every day. As far as our personality comparison is concerned, an individual can look and compare themselves through various sources but mass media is considered to be the

strongest influencer on body image in the present time (Alison E Field, 2001, pp. 54-60). The fashion trends, clothing, living styles etc all are being adapted by the context shown on media. In Pakistan where advanced social media is not yet very much common, TV is yet a strongest source of information for general public. This reason makes social comparison theory ideal for studies which intend to study the human behavior which includes comparison with others. The effects of body image in media are mainly caused by our comparisons made with the thin ideals on TV and other media and this comparison results in the form of different effects such as eating disorders, self esteem and body dissatisfaction.

It is considered that the individual engagement in the social comparison might be both, positive as well as negative, varying from the aspects to aspects. For instance, if a person is focused or comparing their skills with the good leader or role model, it can be really effective, however, if someone is comparing in context to the materialism than it might be not very effective. More the individual engaged in the social comparison, highly negativism media influence or impact would be. In accordance to the social comparison theory, it is observed as chain that is interlinking together effects of the media on the internalization of the ideals, body satisfaction, and self-esteem (Duarte, Ferreira, Trindade, & Pinto-Gouveia, 2015, pp. 754-764). The body image in media is having immense effects on the minds of viewers resulting in creating body dissatisfaction, effecting self-esteem and creating eating disorders. The studies had shown that these effects are solely because of either peer pressure or either social comparison. This theory is ideal to understand the dynamic role of body image in media as it examines the individual behaviour in response to peer groups and other social categories.

It has been founded that the women and men who are increasing prone to the social comparison where the ones who are more aware to the norms, thinness, and were likely to increasingly internalize such norms. The researches have also discovered that the social comparison that were used have been more impacted by the exposure to the thinness and ideal body (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015, pp. 38-45). Therefore, they had resulted in lot of weight concerns and increased body dissatisfactions (Russello, 2009, pp. 4-10). The major problem rests in the dependency of the individual upon the comparison to the others in only attempt of defining themselves.

It has been considered that most of research studies have founded the similar impacts from the media exposure. However, some of research limitations were also done. Most of research has focused on the heterosexual women and adolescent age. Whilst, there are several students that have also utilized the male participants as well, but they were less as comparison to the female participants (Mellor, McCabe, Ricciardelli, & Ball, 2004, pp. 289-297). It has been considered that the increase social comparison overall impacts the outcomes in terms of the thinking and perspectives.

The body image in media has been set as desirable goal for women across the globe and Pakistan. The recent and old both studies have shown subsequent relation between media and body image. This relation further has proved to affect many of the aspects in our daily life. Body Dissatisfaction, self esteem and eating disorders are major aspects covered in this study which are caused by body image in media. The main idea behind these three aspects is Body image in media, which is caused by comparison of us with images in media that is why this theory best suits the study. Media sources affect

women's body dissatisfaction as they do social comparison when they see TV or other media. While watching media they create an ideal that they would want to attain to look physically similar to them. The body ideal which is thinness is a most common practice in media around the globe. Women feel pressure and they want to maintain equality within their comparison group. However the images and ideals that media projects are not realistic and attainable in normal life. And the comparison with this ideal done by normal women is causing effects in body dissatisfaction, self esteem and they create eating disorders.

## CHAPTER 2

### THE CONTEXT OF PAKISTAN

It was in 2002, when a military dictator General Musharraf paves way for new liberal media and the sector faces decisive development as licenses were given for TV broadcasting and FM radio in private media outlets to break the state's monopoly on electronic media. The wish was to set the media "free" with the rights that electronic media had in liberal, open societies. Not many years passed, and the effects of "free" media could be seen in country in terms of more liberalism.

As media in Pakistan has been free in the true sense for only a mere a decade or so, its impact on individuals after the libertines surely would have different results as compared with studies done before when it was not having much liberty. Being a conservative and Islamic nation, the recent changes in political aspect of Pakistan have proven to give freedom of speech and liberty to media practice in the country. Not less than 2 decades ago the media used to be very much controlled and aligned according to core Islamic principles. But recent advancement in freedom of media in the form of more liberty surely needs to get analysed and see what changes it has brought or is currently bringing in the society. A simple example would be that even all the newscasters on TV were bound to cover their bodies and head with local scarf, but recently the media all in all has become much modern and liberal. The clothing and depiction of women on TV has altogether changed to another level and today western dresses can be seen everywhere on TV wether in news, soap serials or entertainment programs.

With regards to female fashion a decade back, whether in the cities or the rural areas of Pakistan, most women used to dress in accordance with Islamic tradition that was fully covered and having loose fitting of their clothes. However this trend has changed now, the western attire of dressing is very common sight especially in cities in the present time which once used to be considered as taboo. In this scenario, the comparison of earlier studies on body image in Pakistan and the findings of the same topic in present time can give us better insight about the media and body image in the present time. Also these studies can help us to draw comparison with western countries after the advent of media in Pakistan.

The current situation in terms of impact of media and body image on adolescent females in Pakistan has been assessed and analysed in this research study and findings have been mentioned in fieldwork and results chapter.

The social comparison theory specifies the same aspect covered in this research study as the theory completely revolves around that the individuals makes the comparison between overall themselves with the others, who tend to possess desirable certain abilities, qualities and traits, that they think or perceive that they do not have or possess. The ideal thinness shown on TV as body image has been a desirable trait for woman and men around the globe since decades. Numerous researchers have found the impact of body image on body dissatisfaction, self esteem and eating disorders and likely Pakistan's current socio-cultural situation is ideal to study these aspects on the female adolescents.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1. RESEARCH HYPOTHESIS

The research hypotheses derived from the theoretical framework model are presented and identified as followed:

##### 3.1.1. Research Hypothesis 1

Media body image negatively impacts on body dissatisfaction

##### 3.1.2. Research Hypothesis 2

Media body image has negative impact on self esteem

##### 3.1.3. Research Hypothesis 3

Media body image negatively impacts eating disorders

#### 3.2. RESEARCH QUESTIONS

After considering the hypothesis derived from the literature and theoretical framework, having an interest in body image portrayed in TV and its impact on female adolescents in Pakistan, the research probes into the following research questions:

- Does body image in TV results in body dissatisfaction of female adolescents?
- Does TV and body image affects female adolescents self esteem?
- Does body image in TV influence the development of eating disorders in female adolescents?



### **3.3. STRATEGY, DESIGN AND APPROACH**

After the in-depth considerations, it has been deliberated that the research, “The impact of media body image on self-esteem of female adolescents” is quantitative in nature, and the complete focus is laid on the conduction of analysis of the women of Pakistan. The phase of the research design is based on the quantitative approaches and design. Moreover, the complete focus is laid on the maintaining of high authenticity, and every phase needs to be well performed so that the appropriateness of the research can be highly deliberated. In context to the discussions, and considering the approaches utilized by the similar researches.

This research has adopted the positivism research philosophy due to its analytical perspective the researcher has the limitation to the data collection as well as interpretation in context to the objective perspective. The positivism research philosophy overall adheres to view that the only factual knowledge has been gained through the observations, that includes measurements, that are really trustworthy as mentioned in (Albertson, Neff, & Dill-Shackleford, 2015, pp. 444-454). Moreover, the complete findings are based on the quantifiable and the observable context. Similarly, it needs to be considered that the considering and integrating of the own research viewpoint is really small, due to which means that this use of the philosophy overall enhances the credibility and authenticity of the research. This is because the focus of the researcher has been laid on the considering of the questionnaire for the data collection.

For this study the deductive research approach has been utilized and adopted. This approach has been selected because, this research, “Body image in Media and its impact on female adolescents in Pakistan” is quantitative in nature, and focus has been laid to

answer the research questions that have been developed through the considering of the literature review.

### **3.4. METHOS, INSTRUMENTS AND DATA COLLECTION TOOLS**

In this research study, questionnaire tool has been adopted to collect the data from the respondents. The sample of two hundred female university students from 4 different universities across the city of Lahore, Pakistan has been taken. The sampling technique that is used in deriving the representative sample of subjects from the population is proportionate stratified random sampling. The participants have been selected through convenience sampling. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. The focus is laid on the considering of the television medium.

The data has been collected through the questionnaires. The questionnaire has been administered on the selected population and inferences about relationship exist between the body image in media and body dissatisfaction, self esteem and eating disorders have been made. The questionnaire is comprised of the likert scale. A sample of the two hundred females studying in different universities of Lahore's that includes LUMS, FAST, UET and NCA are considered. The data collected has been deeply analysed through the considering of Pearson's Correlation, as it is really reliable statistical tool for the effective measurement of the linear relationship between the two variables. An online questionnaire was developed and provided to students of above mentioned universities of Lahore to gather the data.

The data has been collected from the questionnaire by the female students studying in four defined universities of Lahore. The questionnaire considers the scale of Likert that includes Definitely Disagree, Mostly Disagree, Neither Agree or Disagree, Mostly Agree and Definitely Agree. The data collected from the respondents has been deeply analysed through the implication of SPSS, and the different tests are run, that includes regression, correlation, and CHI Square test.

The self-esteem questions are adopted from (fetzer, 2017) that come under the category of Rosenberg self-esteem scale and the scale has also been selected similarly. Similarly, the body satisfaction and eating disorders questions have been adopted from the body image acceptance and action questionnaire BI-AAQ from (Yiu, Murray, Arlt, Eneva, & Chen, 2017, pp. 6-12). The body image in media questions are adopted from the (Ferreira, 2011, pp. 327-345) that come under the category of the Sociocultural Attitudes towards Appearance Questionnaire-3.

The researches have been carried in past on media and body image impact on self esteem, body dissatisfaction and eating disorders in different parts of the world providing important data for the field of media research. Also researches on these variables have been performed in Pakistan in past but since the media freedom carries significance importance; it's a matter of great worth to see how these effects have been changed in the present time. Many of those researches used and validated the research questionnaires used in this research which are Rosenberg self-esteem scale, body image acceptance and action questionnaire BI-AAQ and the Sociocultural Attitudes towards Appearance Questionnaire-3. The questions used in the questionnaire have been taken from these research questionnaires because of their validity and testing in previous

researches. Moreover the mentioned questionnaires have been developed by the accomplished researchers of their fields. The questions adopted from above mentioned questionnaires have been used in different geographical aspects mostly, but since they are related to human behaviour and psyche they can be used in Pakistan as well. The interest of this research is to find how body image in media impacts the body dissatisfaction, self esteem and eating disorders in adolescents of Pakistan. The core purpose is to analyse how the impact of media has changed after the advent and liberty of media in Pakistan. The changed atmosphere caused by freedom provided to Television channels has resulted in many changes in the society and because the body image in media is an important debate around the globe, it is of immense importance that its impacts should be studied in Pakistan as well in the present context.

## **CHAPTER 4**

### **FIELDWORK AND RESULTS**

#### **4.1. THE SITUATION IN PAKISTAN**

The questionnaire was administered to gather the data from 200 female participants from the four selected universities in the city of Lahore, Pakistan. The study “The Body image in Media and its impact on female adolescents in Pakistan” has been done when Pakistan is still struggling for the freedom of speech in media and since almost last two decades an enormous shift has been seen in the practices of media specifically in television. More licenses were given to private TV channels since 2002 and it took almost a decade to establish media industry where freedom of speech could be practiced according to standards of the west. The religious impact and conservative practices has been always in practice since Pakistan was made in 1947 and it was just in 2002 when a practical step was taken by a Dictator ruler General Musharraf to bring liberty in the practice of media. Enormous changes have been seen in terms of marketing practices, soap serials and every broadcast being done on television sector. More liberal and secular practice has been witnessed. The impacts of the liberal media could easily be seen in changing the norms and standards of society especially regarding clothing and appearances of women. The adolescent females are yet an important debate regarding impact of media not only in west but Pakistan as well.

A country where being thin was considered to be weak and underprivileged and pitiable, ultimately turned into a society where latest trends and fashions of the west could be seen being practiced. However this practice of modern fashion is undoubtedly the impact

of liberal and free media, yet we have to consider the harmful effects that media can cause on such society.

This research focuses on the impact of body image in media, which is not just a problem of Pakistan but whole world as well. The media has set a standard of thin ideal in past few decades and a struggle can be seen throughout the world in the women to attain this ideal thin body. All the actresses, models and any female appearing on media, especially television tend to have very sleek and slim body. These well maintained bodies have caused a lot of complex amongst general public and women try hard to become one like those models. Since the Pakistan had been a country of quite conservative Islamic school of thought, the change in this conservative mindset to liberal mindset is indeed a result of free and liberal media full of western values and fashion. Ultimately this thin ideal body image in media is a famous media practice in Pakistan as well and a lot of women can be seen struggling to attain slim bodies. The increase in the industry of slimming products, weight loss programs, surgeries and liposuction regarding slimming treatments are much more common sight in Pakistan now as compared to a decade ago. However the impact of body image in media exceeds from only attaining slim body. As mentioned in Literature Review, the body image in media has been found to be a major cause of body dissatisfaction, self esteem and eating disorders in men and women around the world. This research study entirely laid focus on finding these impacts of body image in the female adolescents of Pakistan. The reason to choose students is that the age of university students is the convenience of the researcher and also this is when young women are transforming into practical life or married life from student life, so the challenge is bigger for them due to this transitional phase in their life, moreover peer and

family pressure regarding body image has been seen increasing in Pakistan for such age of women.

The earlier studies performed a decade ago or prior did not find much of the impact of body image in media on female adolescents as Pakistan being a conservative country, where loose fitting clothes were the trend and western fashion was not welcomed and appreciated. However the time has changed, in this changed time the topic of body image has again gained importance and value in the context of Pakistan. The data gathered in this research work depicts the situation of present time when the media has freedom and can perform liberally despite of being an Islamic country. Keeping in mind the current scenario of practices of TV sector in Pakistan the data has been gathered and assessed to study about the impact of body image in media on body dissatisfaction, self esteem and eating disorders in the female adolescents.

#### **4.2. ANALYSIS OF FINDINGS**

The collected data has been analysed according to the context of Pakistan. The impact of body image in media specifically TV has been studied. Body dissatisfaction, self esteem and eating orders have been observed in this research to see the impact of body image set by TV.

The questionnaire administered in the survey have been individually analysed in the following table and the research questions developed in the research study have been responded within in the context of research questions.

The role of body image in media is very helpful for perception that person has of their overall physical self as well as feelings and thoughts that are resulted from that of the

perception. These thoughts as well as feelings could be either positive, negative or even both, and are increasingly influenced by the environmental and individual factors, especially media's role in creating the perception. Today, body image plays a dynamic role for improving overall human abilities and capabilities and gaining high competition in market. The term body image is recognized as the person's perception in the area of aesthetics and attractiveness related to their own body.

The component self-worth is associated with positive perception of our bodies. Bodies perception is directly and indirectly linked with society construct to proper realization of human behaviour and belief. It has been assumed the body image change the environment of any society, community or all around the globe. Today, mostly consultants emphasize on changing body image and perception for creating more improvement within their current system and accomplished their goals within set time frame. For a country like Pakistan, which is shifting from conservative to liberal, this phenomenon definitely can be more challenging.

Importance of data analysis and presentation in a research is highly dependent upon test sources. These tests sources are in practice of frequency analysis, demographic analysis; practically apply correlation analysis and multiple regression analysis models to know the real worth and value of variables used in this research.

In this chapter, researcher emphasize in exercise of body dissatisfaction (McLaren & Kuh, 2004, pp. 1575-1584), self-esteem (Russello, 2009, pp. 4-10) and eating disorder (Albertson, Neff, & Dill-Shackleford, 2015, pp. 444-454) that lead towards body image in media (Duarte, Ferreira, Trindade, & Pinto-Gouveia, 2015, pp. 754-764) within the

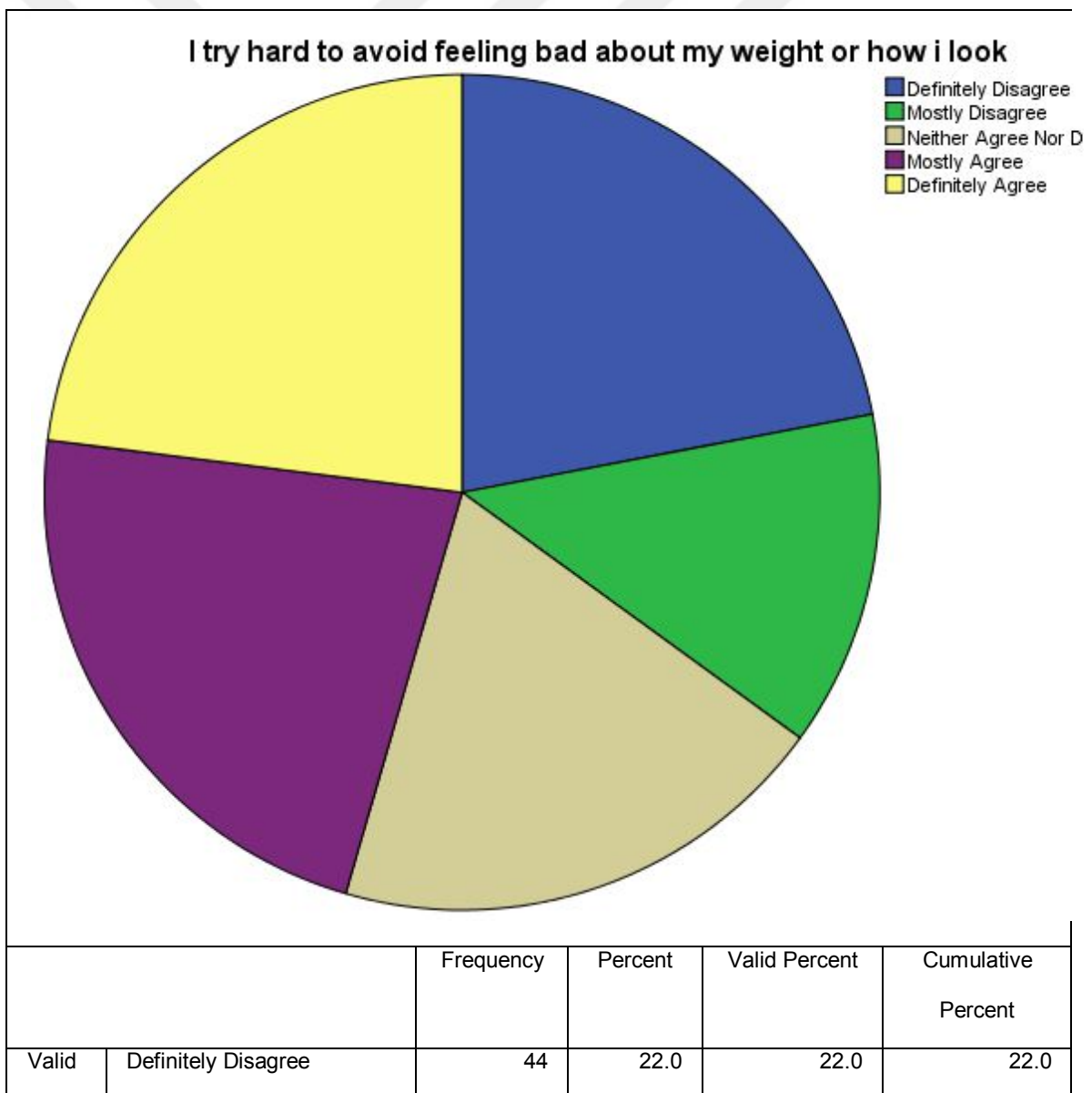


context of female adolescents in Pakistan keeping Television in consideration as a body image construction. Data analysis and presentation outcomes are presented below:

### 4.3 FREQUENCY ANALYSIS

Some of the important results to examine the impact of media body image on female adolescents are mentioned below:

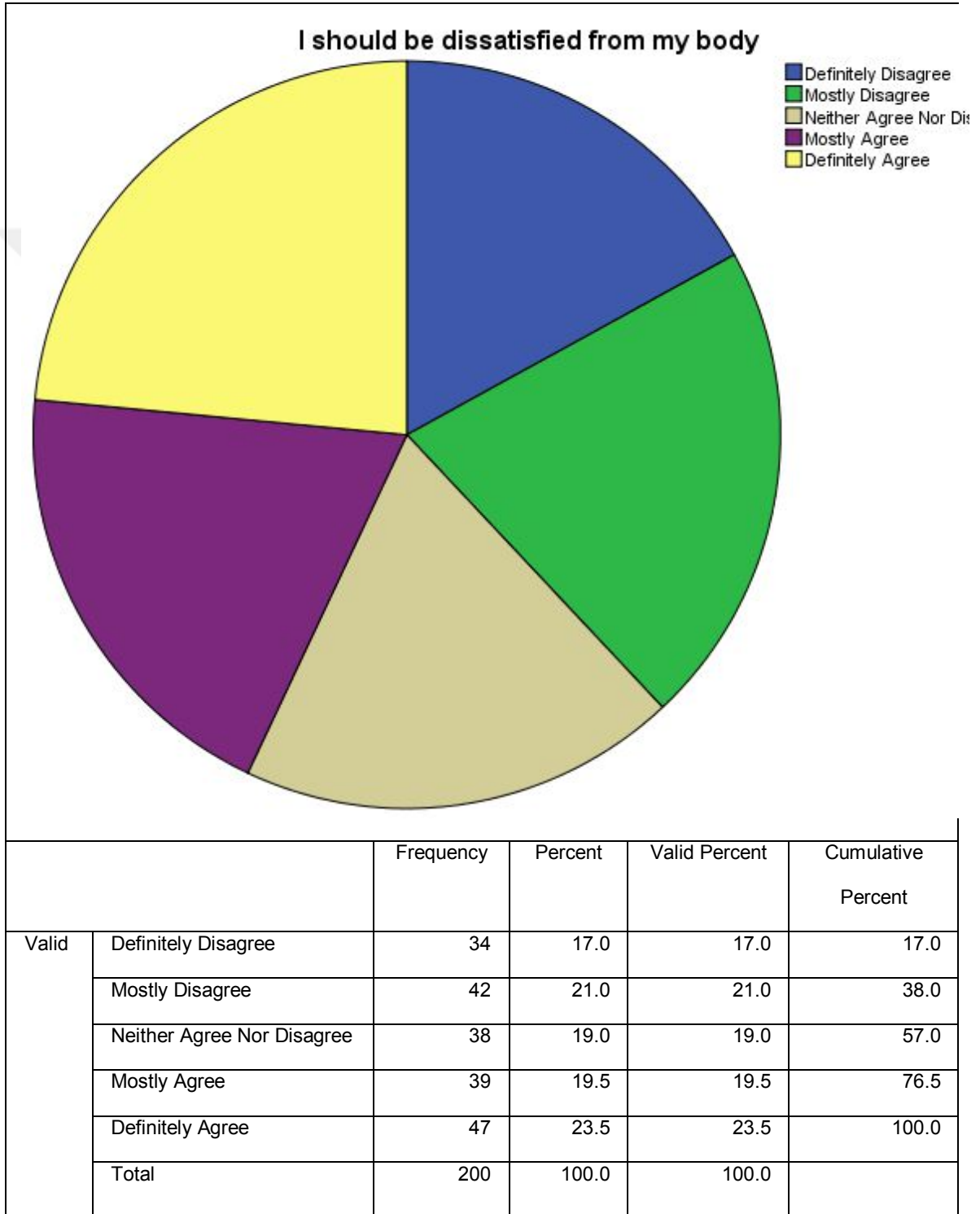
**CHART 4.1:** I try hard to avoid feeling bad about my weight or how I look



	Mostly Disagree	26	13.0	13.0	35.0
	Neither Agree Nor Disagree	39	19.5	19.5	54.5
	Mostly Agree	45	22.5	22.5	77.0
	Definitely Agree	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

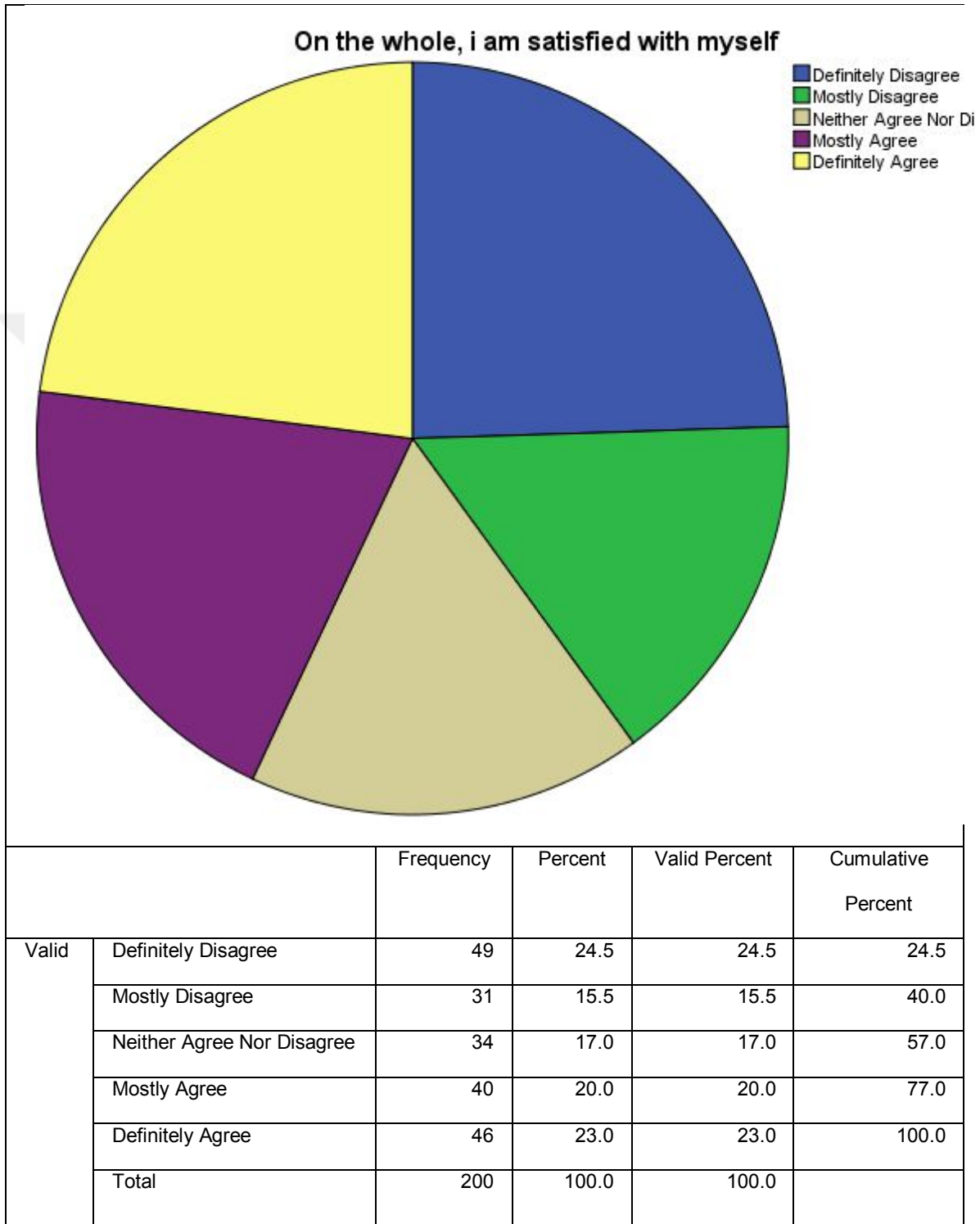
The results shows that I try hard to avoid feeling bad about my weight or how I look are evaluated in terms of disagree, mostly disagree, neither agree nor disagree, mostly agree and agree in environment. The result shows that disagree respondents are 22%, mostly disagree respondents are 13%, neither agree nor disagree respondents are 19.5%, mostly agree respondents are 22.5% and definitely agree respondents are 23.5% participations for conduction of the study. The findings show that there is a concern present for appearance. How a person looks, is a very common concern present in human beings. This appearance connects with body image as our appearance decides whether we are satisfied with our looks or not.

**CHART 4.2: I should be dissatisfied from my body**



In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of I should be satisfied from my body. 34 of the total 200 participants definitely disagreed, 42 of the total 200 participants disagreed, whereas, 38 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 39 of the participants of the total 200 participants mostly agreed, and 47 of the total 200 participants definitely agreed that they should be satisfied from their body. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely agreed of their dissatisfaction from their bodies. Body dissatisfaction is a serious issue in the present time. Especially women tend to compare themselves with other women on media and they feel that they are not as good looking as models. This body dissatisfaction is also a major variable studied in this research and a lot of effects of it have been mentioned in the literature. The existence of body dissatisfaction proves the impact of body image on women.

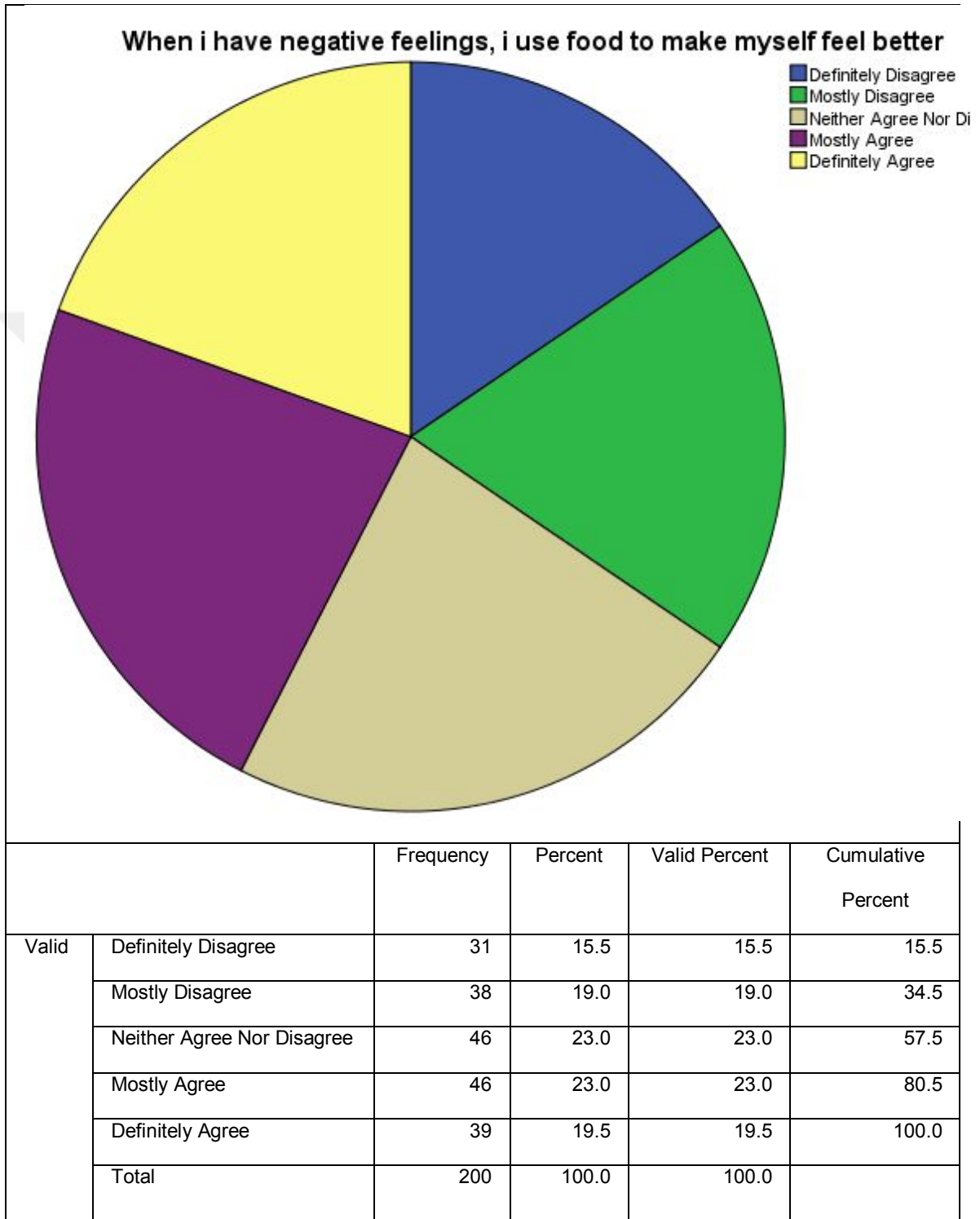
**CHART 4.3:** On the whole, I am satisfied with myself



In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of on the whole I was satisfied with myself. 49 of

the total 200 participants definitely disagreed, 31 of the total 200 participants disagreed, whereas, 34 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 40 of the participants of the total 200 participants mostly agreed, and 46 of the total 200 participants definitely agreed that they should be I was satisfied with myself. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely disagreed of their dissatisfaction from their bodies. The 40% of the sample were disagreed to the satisfaction related to their overall dissatisfaction from themselves.

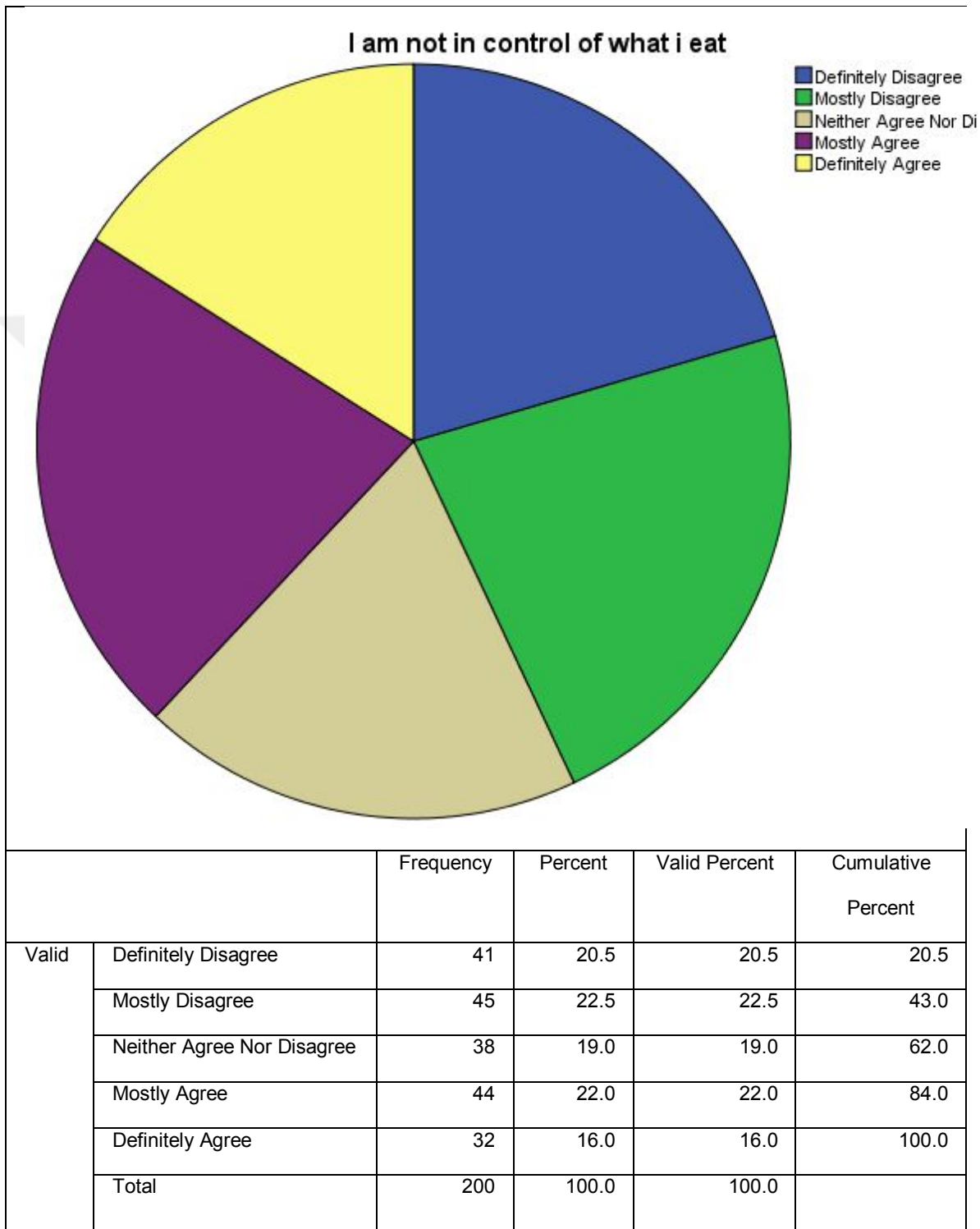
**CHART 4.4:** When I have negative feelings, I use food to make myself feel better



In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of when I have negative feeling, I use food to make myself feel better. 31 of the total 200 participants definitely disagreed, 38 of the total 200 participants disagreed, whereas, 46 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 46 of the participants of the total 200 participants mostly agreed, and 36 of the total 200 participants definitely agreed that they should be when I have negative feeling, I use food to make myself feel better. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants mostly agreed from their bodies. The eating disorders have been linked with body dissatisfaction and worry to become smart. The same trace could be seen in this question as women tend to eat food when they have negative feelings.



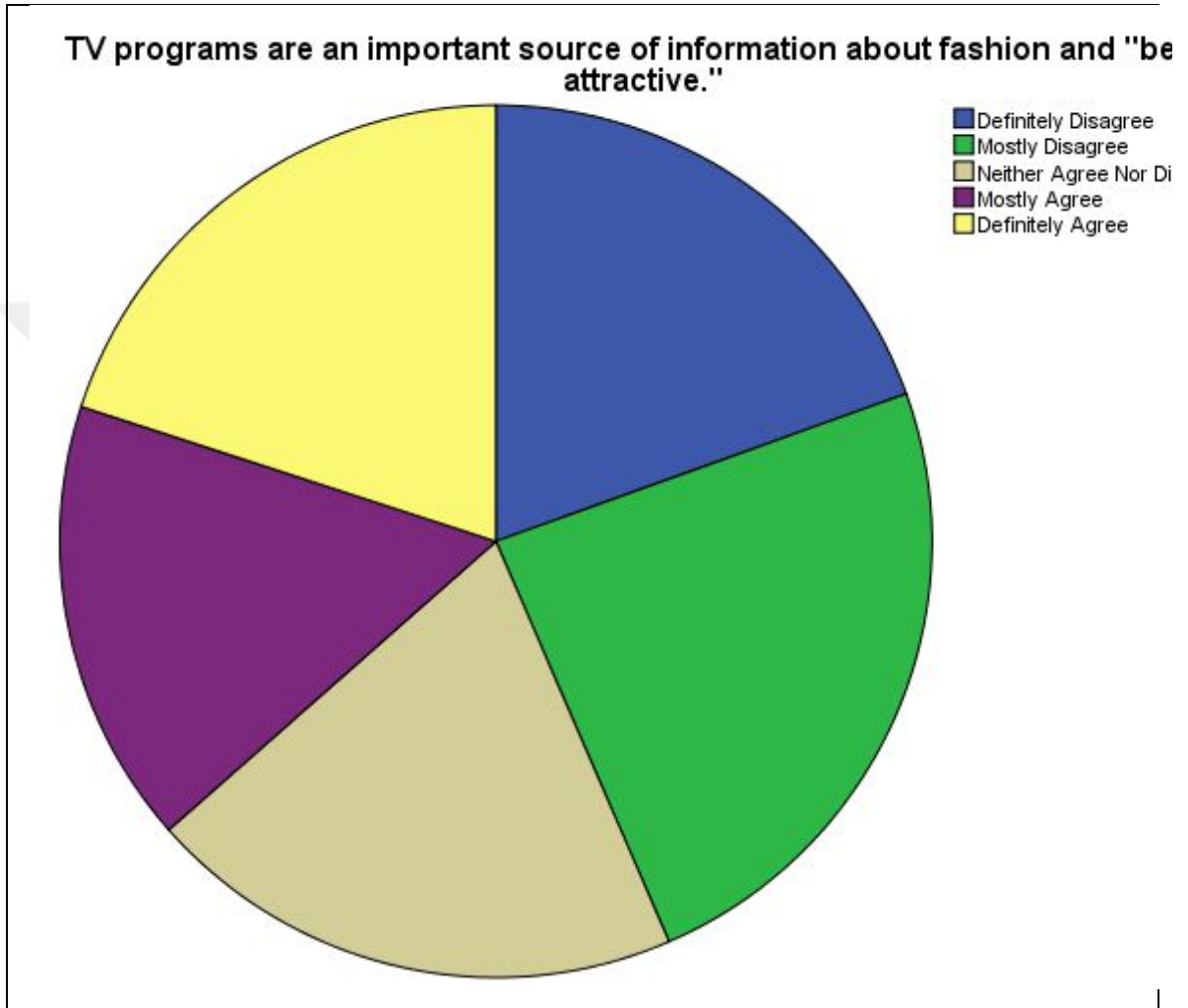
**CHART 4.5: I am not in control of what I eat**



In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of I am not in control of what I eat. 41 of the total

200 participants definitely disagreed, 45 of the total 200 participants disagreed, whereas, 38 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 44 of the participants of the total 200 participants mostly agreed, and 32 of the total 200 participants definitely agreed that they should be I am not in control of what I eat. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants mostly agreed dissatisfaction from their bodies. Eating attributes have been elaborated in the literature and the previous findings also suggested that women are not in very much control of what they eat. When the body image in media causes body dissatisfaction, this further effects eating habits even more. Resulting in increasing even more problems.

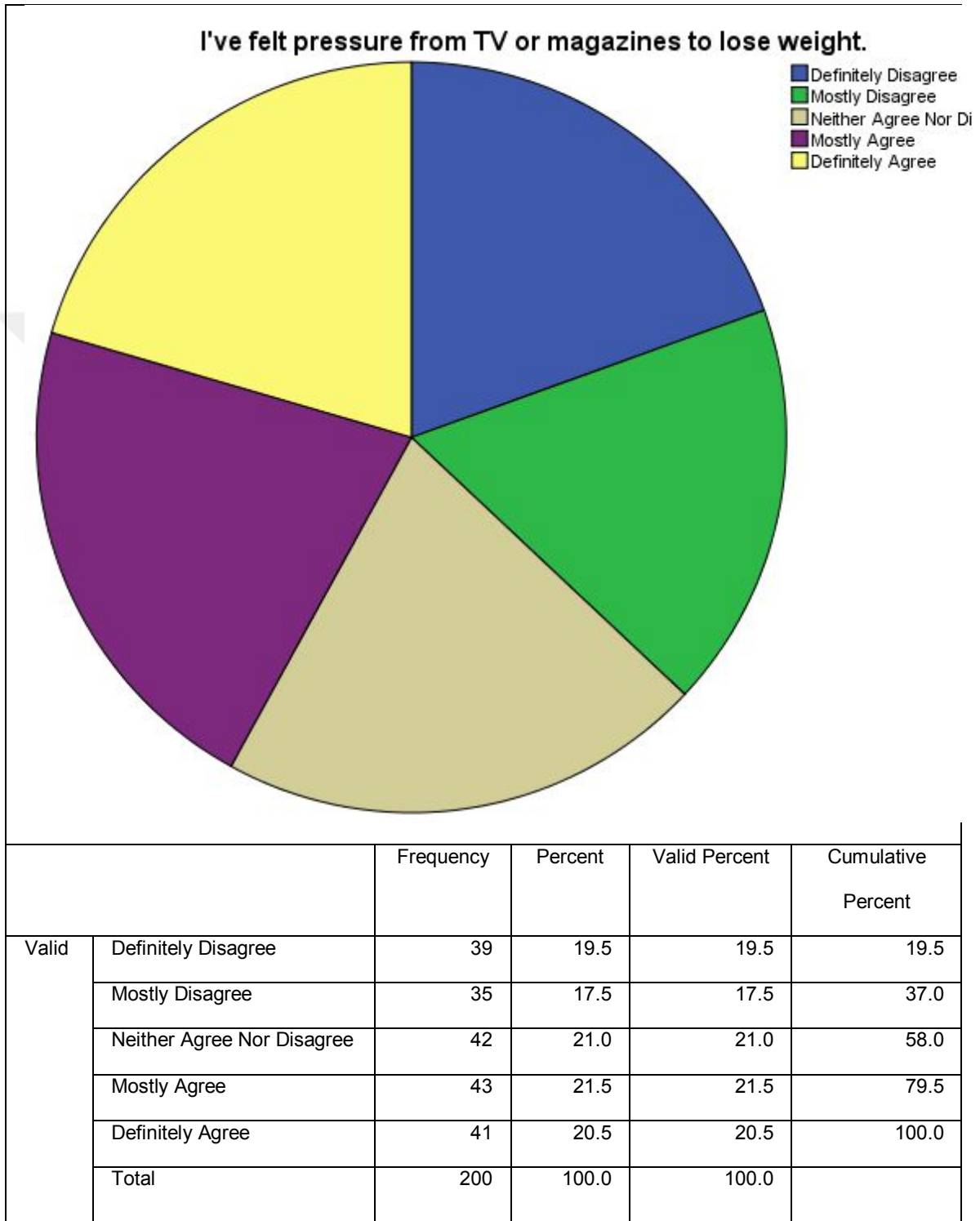
**CHART 4.6:** TV programs are an important source of information about fashion and being attractive



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely Disagree	39	19.5	19.5	19.5
	Mostly Disagree	48	24.0	24.0	43.5
	Neither Agree Nor Disagree	40	20.0	20.0	63.5
	Mostly Agree	33	16.5	16.5	80.0
	Definitely Agree	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

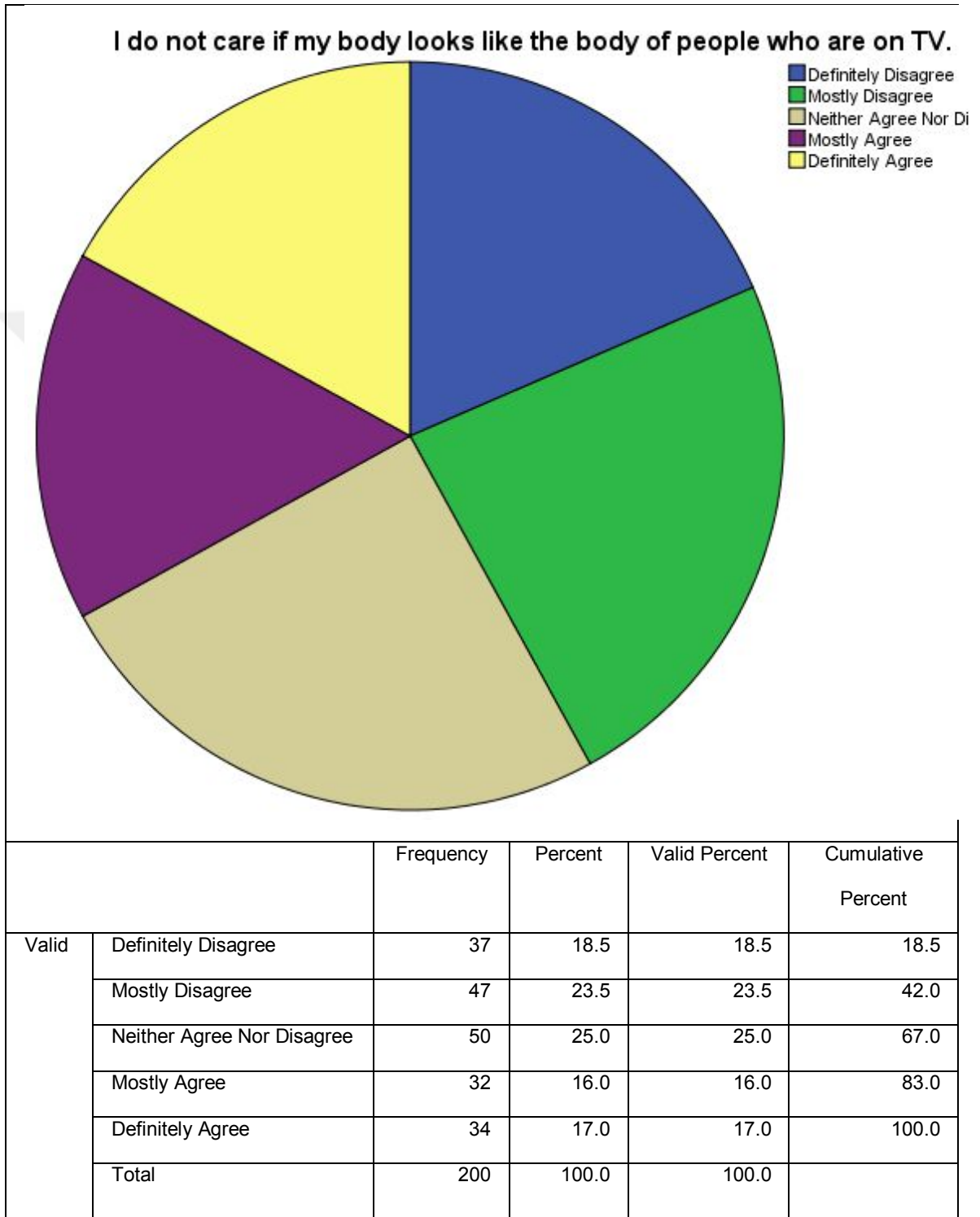
In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of TV programs are an important source of information about fashion and being attracted. 39 of the total 200 participants definitely disagreed, 48 of the total 200 participants disagreed, whereas, 40 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 33 of the participants of the total 200 participants mostly agreed, and 40 of the total 200 participants definitely agreed that they should be TV program are an important source of information about fashion and begin attracted. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely disagreed of their dissatisfaction from their bodies. The context of Pakistan mentioned in the literature suggested that TV is still the very important source of information. The findings support the stance.

**CHART 4.7:** I've felt pressure from TV or magazines to lose weight



In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of I have felt pressure from TV or magazines to loss weight. 39 of the total 200 participants definitely disagreed, 35 of the total 200 participants disagreed, whereas, 42 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 43 of the participants of the total 200 participants mostly agreed, and 41 of the total 200 participants definitely agreed that they should be I have felt pressure from TV or magazines. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely agreed of their dissatisfaction from their bodies. There are numerous researches supporting the idea that TV and magazines promote thin ideal body image and it results in the form of urge in women to reduce weight and look slimmer.

**CHART 4.8:** I do not care if my body looks like the body of people who are on TV

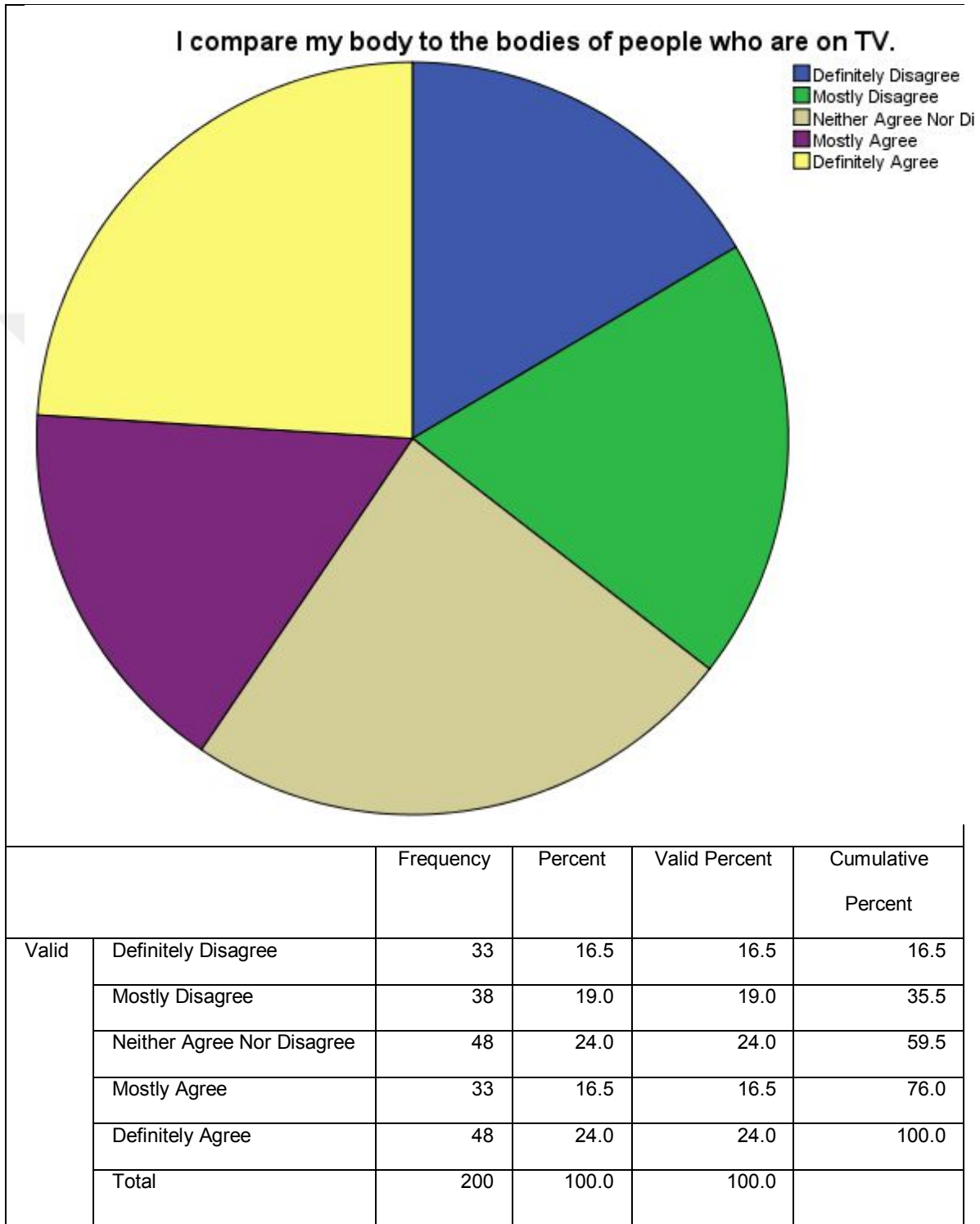


In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of I don't care if my body look like the body of

people who are on TV. 37 of the total 200 participants definitely disagreed, 47 of the total 200 participants disagreed, whereas, 50 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 32 of the participants of the total 200 participants mostly agreed, and 34 of the total 200 participants definitely agreed that they should be I don't care if my body look like the body of people who are on TV. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants neither neutral or agreed of their dissatisfaction from their bodies. The findings clearly mention that there is a concern present in women in form of comparison whether they look like people who appear on TV or not.



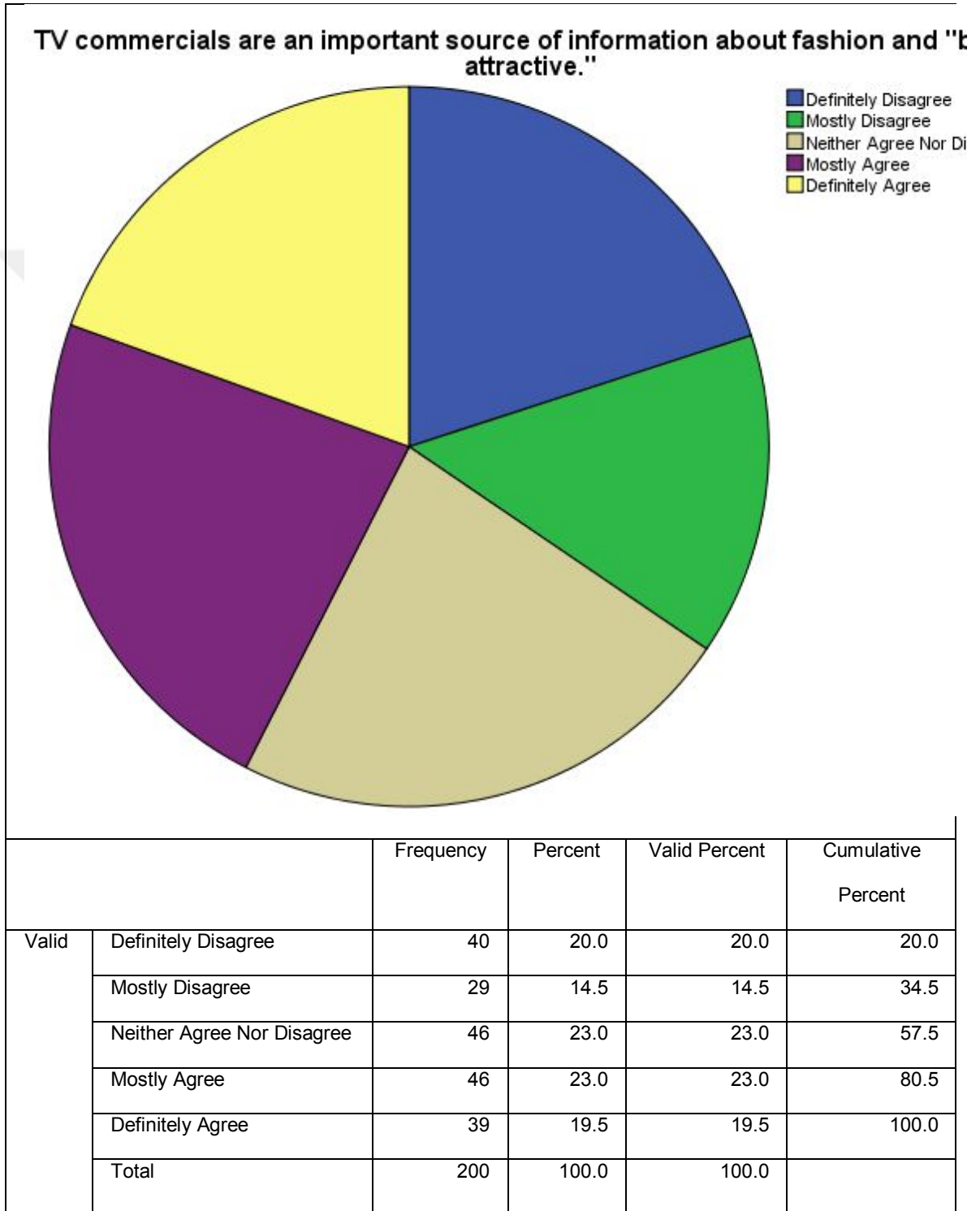
**CHART 4.9:** I compare my body to the bodies of people who are on TV



In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of I compare my body to the bodies of people

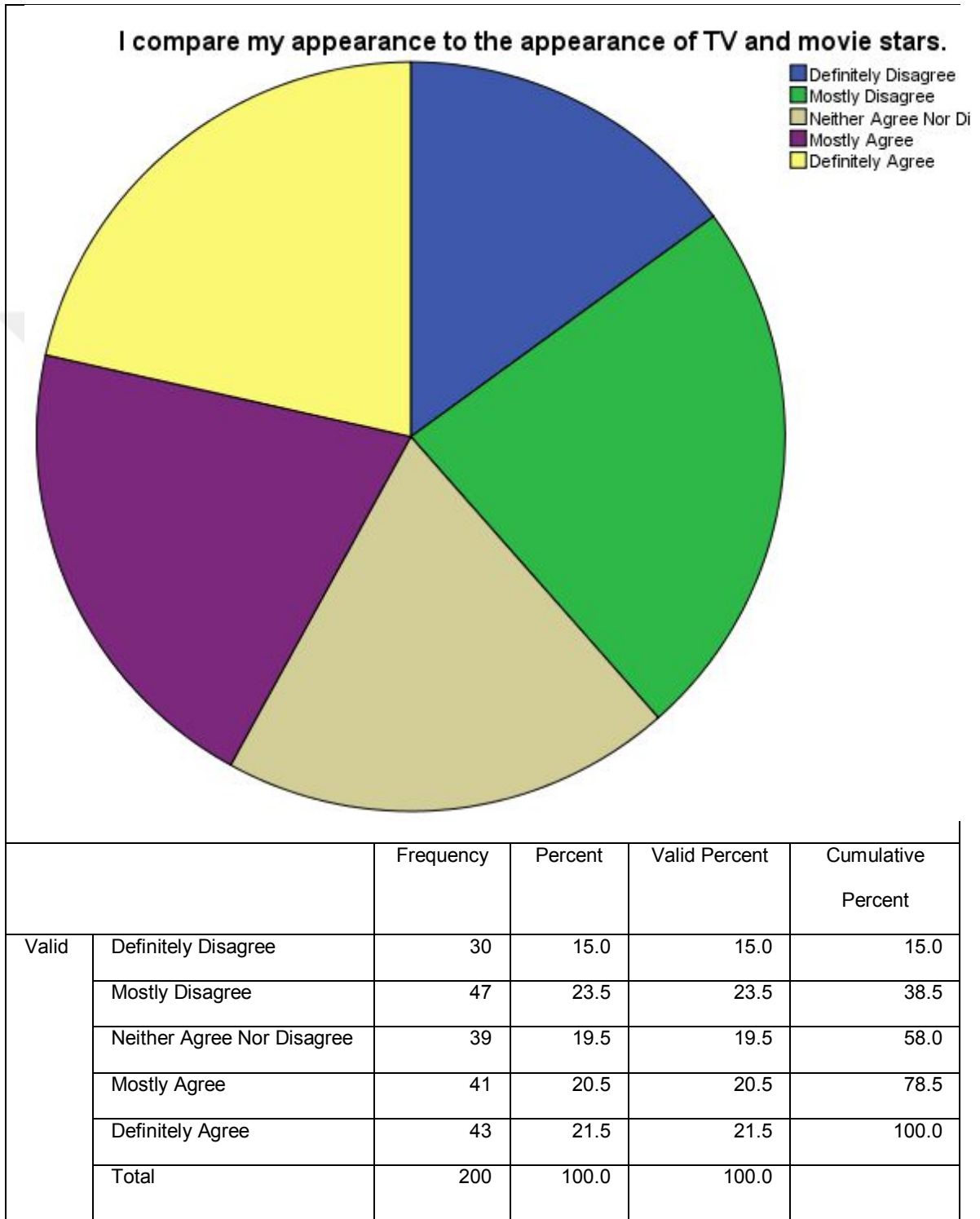
who are on TV. 33 of the total 200 participants definitely disagreed, 38 of the total 200 participants disagreed, whereas, 48 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 33 of the participants of the total 200 participants mostly agreed, and 48 of the total 200 participants definitely agreed that they should be I compare my body to the bodies of people who are on TV. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely agreed of their dissatisfaction from their bodies. The comparison with others is a human nature and it can be seen in the case of comparison made with body image shown on the TV with general viewers.

**CHART 4.10:** TV commercials are an important source of information about fashion and attractive



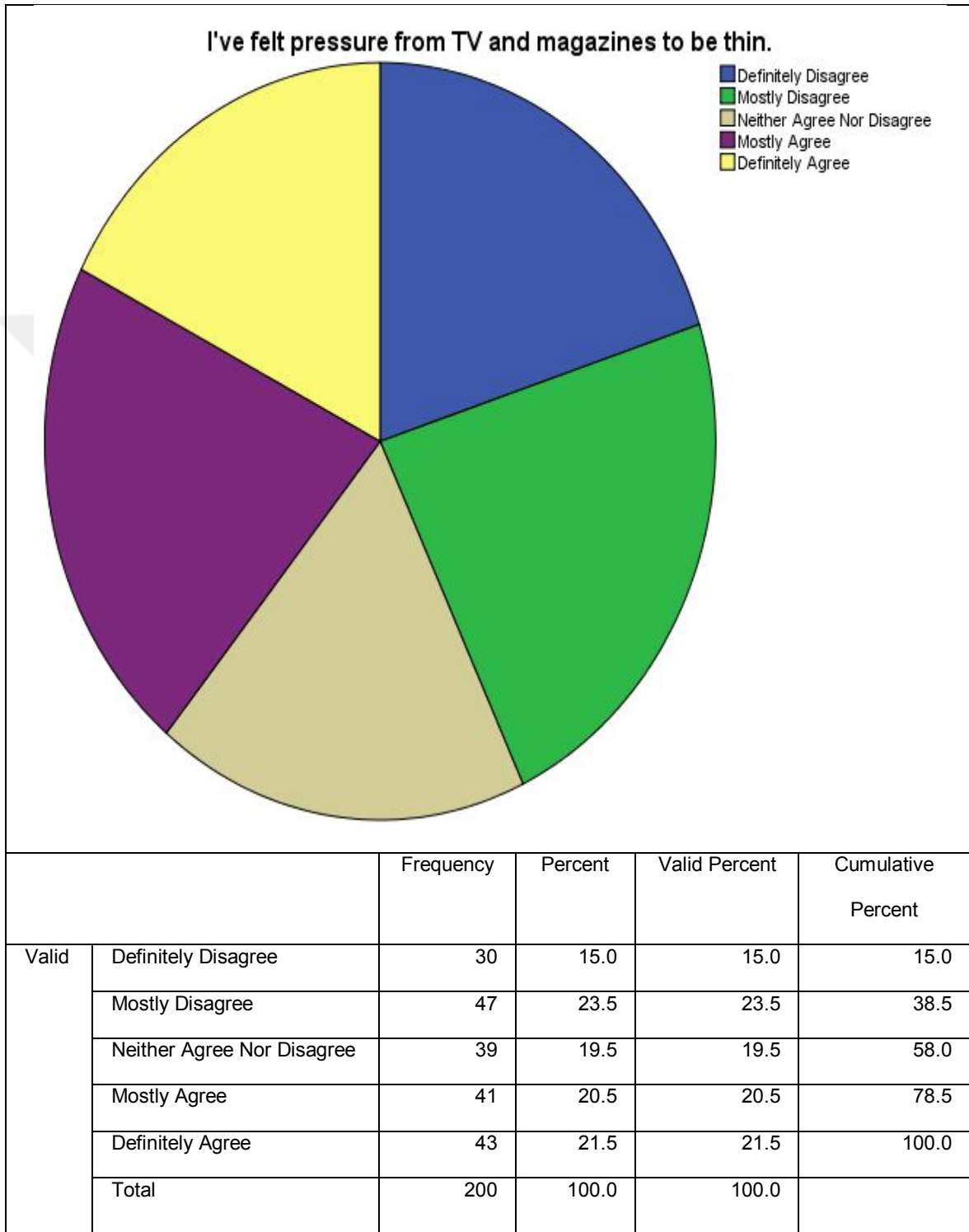
In accordance to the results obtained, it has been considered and highlighted that mixed views have being received on the view of TV commercial are an important source of information about fashion and being attractive. 40 of the total 200 participants definitely disagreed, 29 of the total 200 participants disagreed, whereas, 46 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 46 of the participants of the total 200 participants mostly agreed, and 39 of the total 200 participants definitely agreed that they should be TV commercial are an important source of information about fashion and being attractive. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely agreed of their dissatisfaction from their bodies.

**CHART 4.11:** I compare my appearance to the appearance of TV and movie stars



In accordance to the results obtained, it has been considered and highlighted that mixed views have been received on the view of I compare my appearance to the appearance of TV and movie star. 30 of the total 200 participants definitely disagreed, 47 of the total 200 participants disagreed, whereas, 39 of the total 200 participants remained neutral (i.e. neither agree nor disagree), 41 of the participants of the total 200 participants mostly agreed, and 43 of the total 200 participants definitely agreed that they should be I compare my appearance to the appearance. In accordance to the results and analysis, it has been stated and analysed that more percentage of the participants definitely agreed of their dissatisfaction from their bodies. Models and stars are having a tremendous amount of fan followings from their viewers. The viewers not only like to see them on the screen but they also try to look and behave like them. Undoubtedly thin ideal body image is the trend being followed in the media and followers likely try to be slimmer and smarter like their favourite stars.

**CHART 4.12: I've felt pressure from TV and magazines to be thin**



#### 4.4. Correlation Analysis

The result of correlation analysis is assumed below:

**TABLE 4.1:** Correlation Analysis

Correlations					
		Body Dissatisfactio n	Self-esteem	Eating Disorders	Media Body Image
Body Dissatisfaction	Pearson Correlation	1	.078	.033	.134**
	Sig. (2-tailed)		.272	.645	.000
	N	200	200	200	200
Self-esteem	Pearson Correlation	.078	1	.131	.413*
	Sig. (2-tailed)	.272		.064	.000
	N	200	200	200	200
Eating Disorders	Pearson Correlation	.033	.131	1	.707*
	Sig. (2-tailed)	.645	.064		.924
	N	200	200	200	200
Media Body Image	Pearson Correlation	.134**	.413*	.707*	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

In accordance to the results, correlation analysis is used for studying the research hypothesis derived through the literature review. First research hypothesis is about body dissatisfaction is positively associated with media body image. The correlation value is .134\*\*, shows positive relationship, significant value is 0.000 and sample size n is 200.



Second research hypothesis is about self-esteem is positively associated with media body image. The correlation value is .413\*, shows positive relationship, significant value is 0.000 and sample size n is 200.

Third research hypothesis is about eating disorders are positively associated with media body image. The correlation value is .707\*, shows positive relationship, significant value is 0.000 and sample size n is 200. Hence the results are approved and specify the impacts of body image in media on body dissatisfaction, self esteem and eating disorders.

#### 4.5 Regression Analysis

The result of regression analysis model is assumed below:

**TABLE 4.2:** Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 <sup>a</sup>	.318	.203	1.64132

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.318	31.9	3	196	.000

a. Predictors: (Constant), Eating Disorders , Body Dissatisfaction , Self-esteem

In accordance to the result, model summary is obtained from the effective use of multiple regression analysis models. The result shows that model summary value of regression is 63.4%, R square is 31.8%, adjusted R square is 20.3%, R square change is 31.8%, F change is 31.9% and the value of df1 to df2 is 3 to 196 and significant level is .000. The result of Anova analysis is assumed below:

**TABLE 4.3: ANOVA**

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.690	3	3.230	31.9	.000 <sup>a</sup>
	Residual	528.008	196	2.694		
	Total	537.699	199			
a. Predictors: (Constant), Eating Disorders , Body Dissatisfaction , Self-esteem						
b. Dependent Variable: Media Body Image						

This Anova analysis is extracted from practically apply regression analysis model. The core functionality of ANOVA analysis is to determine and examining the real impact of model by using Frequency analysis denoted by F i-e 31.9% at significant is .000. Other values are supporting values. These supporting values are in the form of regression and

residual evaluated in terms of sum of squares and df-e (9.690, 528.008 and 3,196) and mean square is (3.230 and 2.694). Hence these values are known as good for further proceeding of the study. The result of coefficient analysis is assumed below:

**TABLE 4.4:** Coefficient Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.919	.545		7.192	.000
	Body Dissatisfaction	.136	.072	.134	1.886	.000
	Self-esteem	.502	.076	.402	.033	.000
	Eating Disorders	.952	.072	.205	.029	.000

a. Dependent Variable: Media Body Image

The result of coefficient analysis is self-possessed of two strategic mechanisms. These coefficient self-possessed strategic mechanisms are in the form of unstandardized coefficient and standardized coefficient. This coefficient analysis is used for finding the best predictors from research variables by using the method of standardized coefficient. The result shows that first predictor is self-esteem having beta value is .402, second predictor is eating disorder having beta value is .205 and onwards. Research variables are very significant for bringing change within current system of organizations in context

of regulations to determining the real impact of media body image on female adolescents.



## DISCUSSION AND CONCLUSIONS

In the end it can be summarized that the impact of the media and body image on the body dissatisfaction, self-esteem and eating disorders of the female's adolescents carries high significance and can be really beneficial in the future. There are different sort of studies that are conducted in the past and based on the existing researches it is observed that impact of body image on female adolescents has positive impact. Keeping in mind the context of Pakistan, the data gathered has clearly shown the impact of body image in media on body dissatisfaction, self esteem and eating disorders.

It is the time to help the women to understand and recognize their role in the society, and stop focusing on the accomplishment of the ideal body image. Similarly, this research also highlights that the models and actresses that have perfect or ideal body image because of their professions. The TV is yet the major source of information in Pakistan, and with the development being taking place very soon Pakistan will also be under great influence of social media. Before that time comes a concrete policy and planning is required not only by teachers, media practitioners but also government to deal this matter accordingly.

The research question in this study was that how does the body image in media influences on the body dissatisfaction, self-esteem and eating disorder. During the process of the research conduction on the practical grounds, it was analysed and discussed that the role of the media and body image is really enormous, and it does tends to dynamically influence on the body dissatisfaction. The research had being conducted within the perspective of the Television and focus was laid on the female adolescents. It has been considered that with the passage of time, the females'

interaction with the media has dynamically increased, and in media, the focus and emphasis is being laid on presenting the women with perfect body image.

The data analysis and discussions have revealed that body image in media does create dissatisfaction amongst the female adolescents. Most of the women identified and agreed that they were increasingly unsatisfied from their body images and are likely to not go to any parties because of their body image and dissatisfaction of the body. Moreover, they also stated that their dissatisfaction has become really high due to the interaction with the media. Some of the women also highlighted and identified that their eating disorders have also risen due to the increase in media interaction and focused on getting that thin perfect body, that is somewhat not really possible for the common women, due to different lifestyles and professions.

In accordance to the in-depth analysis and discussions, it has been realized that the media body image had a really strong and significant relationship with eating disorders, self-esteem and body dissatisfaction. It has been identified that all the major three variables are directly as well as indirectly interlinked with the media body image.

### **Recommendations**

Some of the recommendations and suggestions are presented and identified as follows:

Education is considered to be one of the major platforms that can positively make a difference when it comes about self-actualisation and perception about our own self. It is really important to educate the females about their contributions, intelligence, abilities and skills, and focus needs to be deliberately laid on what things can make a lot of

difference and encourage motivation and inspiring stories of females in the class discussions and activities.

Parents can also play a vital role to deal with impacts of body image. Since they influence a lot on decisions and choices children make in their life, they can convince and support them to be more involved in physical activities. They can also act like a mentor to discuss an issue like body image with their children and help them realize that the physical appearance does not have more importance than other characteristics which are fundamental in order to have a successful and contented life. A special attention can be given to the diet which children take in order to maintain a balanced and healthy diet in youngsters to control obesity.

It is very important that other than the beauty images and regimes, the focus needs to be laid on the broadcasting of inspirational and motivational stories on Television about the women, revealing the real power of women, significance of empowering woman, and how women can change business world.

The promotion of physical activities can be fruitful to contribute in adolescents the self image acceptance. Healthy activities can be a reason of satisfaction for ones' body image.

The study can be very useful for the clinical psychologists who deal with the distorted body clients. The same aspect of body image can be implied on people with abnormal appearance and bodies. This research can provide them an insight and be very helpful in their practice as media impact can be worst on such people.

The television and media in general can promote healthy lifestyle. It can be beneficial not only to counter the problem made by body image, but it can also help citizens to live their lives in a better way.

### **Future research and limitations**

Body image in media had always remained one of an interesting and favourite research topic that I have ever come across to, and gone through the practical research process.

This research has been based on the major three parameters that include eating disorders, self-esteem, and body dissatisfaction influenced by the media and body image. In future, more researches needs to be conducted and considered, considering variety of other research environments and other parameters that might be influenced by the body image in media.

One important limitation to our study to be mentioned here was the validity of the responses of the respondents. We had no means of confirming either the media exposure or peer pressure is effecting the body dissatisfaction, self esteem and eating disorders. Since the focus of the study has been lead on Television, this limitation is still existing in the research as there are other numerous sources of media in the present time. Secondly the research was conducted within the scope of the city of Lahore in Pakistan, with a sample of 200, so it cannot be generalized at a larger population. Since Lahore is very advanced, developed and a city with comparatively higher literacy rates, doing the research in remote areas or other cities might depict different results. The similar research can be done on a larger scale to assess whether the body image has different impact in terms of ethnically, geographically, by age and in gender.



Another factor to be considered here is that the findings of this research depend on the response submitted by the participants. The analysis was made on the assumption that the answers were given honestly. Sometimes the respondents can answer questions depending on what they believe is more acceptable rather than being honest in their case, therefore the biased answers in a survey can end up in biased results.



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## APPENDIX A: QUESTIONNAIRE

### Part 1: Personal Information

Marital Status	
<input type="radio"/> Single	<input type="radio"/> Married

What is your age?					
<input type="radio"/> 17-19	<input type="radio"/> 19-21	<input type="radio"/> 21-24	<input type="radio"/> 24-30	<input type="radio"/>	<input type="radio"/>

Universities			
<input type="radio"/> Lahore University of Management Sciences	<input type="radio"/> National University of Computer and Emerging Sciences	<input type="radio"/> University of Engineering & Technology	<input type="radio"/> National College of Arts

### Part 2: Instructions

Please read each of the following items carefully and fill in the answer that best corresponds to your agreement or disagreement.

Definitely Disagree	Mostly Disagree	Neither Agree Nor Disagree	Mostly Agree	Definitely Agree
1	2	3	4	5

### Media and Body Image

		Definitely Disagree	Mostly Disagree	Neither Agree Nor Disagree	Mostly Agree	Definitely Agree
1)	TV programs	1	2	3	4	5

	are an important source of information about fashion and "being attractive."					
2)	I've felt pressure from TV or magazines to lose weight.	1	2	3	4	5
3)	I do not care if my body looks like the body of people who are on TV.	1	2	3	4	5
4)	I compare my body to the bodies of people who are on TV.	1	2	3	4	5
5)	TV commercials are an important source of information about fashion and "being attractive."	1	2	3	4	5
6)	I do not feel pressure from TV or	1	2	3	4	5

	magazines to look pretty.					
7)	I would like my body to look like the models who appear in magazines.	1	2	3	4	5
8)	I compare my appearance to the appearance of TV and movie stars.	1	2	3	4	5
9)	Music videos on TV are not an important source of information about fashion and "being attractive."	1	2	3	4	5
10)	I've felt pressure from TV and magazines to be thin.	1	2	3	4	5

**Body Dissatisfaction**

		Definitely Disagree	Mostly Disagree	Neither Agree Nor Disagree	Mostly Agree	Definitely Agree
1)	Its ok to feel fat	1	2	3	4	5



2)	I try to suppress thoughts and feels that i don't like about my body or weight by just not thinking them	1	2	3	4	5
3)	I try hard to avoid feeling bad about my weight or how i look	1	2	3	4	5
4)	I need to feel better about how i look in order to live the life i want it	1	2	3	4	5
5)	I should be dissatisfied from my body	1	2	3	4	5
6)	I usually avoid social situations, as i think my body is not perfect	1	2	3	4	5
7)	If i feel unattractive, there is no point to participate in social settings	1	2	3	4	5

### Self Esteem

		Definitely Disagree	Mostly Disagree	Neither Agree Nor Disagree	Mostly Agree	Definitely Agree
1)	I feel that I am a person of worth, at	1	2	3	4	5

	least on an equal basis with others					
2)	I feel that i have a number of good qualities	1	2	3	4	5
3)	All in all, I am inclined to feel that i am a failure	1	2	3	4	5
4)	I am able to do things as well as most other people	1	2	3	4	5
5)	I feel i do not have much to be proud off	1	2	3	4	5
6)	I take a positive attitude towards myself	1	2	3	4	5
7)	On the whole, i am satisfied with myself	1	2	3	4	5
8)	At times I think I am no good at all.	1	2	3	4	5
9)	I certainly feel useless at times	1	2	3	4	5
10)	I wish I could	1	2	3	4	5

	have more respect for myself.					
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### Eating Disorders

		Definitely Disagree	Mostly Disagree	Neither Agree Nor Disagree	Mostly Agree	Definitely Agree
1)	When i have negative feelings, i use food to make myself feel better	1	2	3	4	5
2)	I am not in control of what i eat	1	2	3	4	5
3)	I am control of how much physical activity i do	1	2	3	4	5
4)	I am in control of my eating behaviour	1	2	3	4	5
5)	I need to get rid of my eating urges to eat better	1	2	3	4	5

# CV

## Malik Jahangir Jan

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### Education and Qualification

**Kadir Has University - Istanbul Turkey (2016-2018)**  
MA in New Media

**Recknors Institute of Corporate Training – Lahore, Pakistan (2016)**  
Certificate in Turkish Language Course

**Avrasya Academy, Istanbul Turkey (2015)**  
PgD in Presentation Skills

**Beaconhouse National University - Lahore, Pakistan (2014)**  
M.Phil Educational Leadership and Management

**Harvard University, United States of America (2013)**  
Certificate of Mastery in "Justice" Online

**Forman Christian College - Lahore, Pakistan (2012)**  
B.A (Hons.) Mass Communication

**Forman Christian College - Lahore, Pakistan (2008)**  
Intermediate (General Science)

**Army Public School, Lahore. - Lahore, Pakistan (2006)**  
Matriculation (Science)

### Workshops

**Beaconhouse National University -2013**  
Attended a workshop on “The Role of Technology in Education: Past, Present & Future Implications”.

**Punjab Education Assessment System (PEAS), University of Education Lahore - 2014**

Attended a workshop on “SWOT Analysis on Education Assessment in Punjab”.

## **Conferences**

### **Punjab College-2015**

Arranged and hosted the 2<sup>nd</sup> annual “Media Literacy Conference” as a Head of Department Journalism. Invited eminent Journalists and media persons including Mujeeb Ur Rehman Shami (President PFUJ Pakistan), Shahid Kardar (Media Advisor Chief Minister Punjab), Syed Bilal Qutab (Samaa TV), Najam Wali Khan (C42 TV), Taranjeet Singh (Anchor PTV and lecturer in LUMS). The theme was to throw light on the importance and need of ethics in Pakistan media practices.

### **Punjab College- 2014**

Arranged and hosted the 1<sup>st</sup> annual “Media Literacy Conference” as a Head of department Journalism. Invited eminent journalists and the media persons including Ajmal Jami (Dunya News), Madeeha Naqvi (Express News) and Qurat ul Ain Arif (Dunya News). The Theme was to create awareness about the need of media education in Pakistan.

### **Beaconhouse National University-2013**

Attended a conference on “Education, Language & Educational Management”.

### **Forman Christian College – 2008**

Attended a conference on “Population Dynamics and Security: Public Policy Challenges”.

## **Professional Experience**

### **GoAbroad Education Consultants**

Country Director, Turkey

Duration: September 2016 to Present

### **Punjab College - Lahore, Pakistan**

Lecturer, Head of Department Journalism

Duration: October 2013 to August 2016

### **TNS Beaconhouse - Lahore, Pakistan**

Class Teacher,

Grade 4.

Duration: July 2013 to October 2013

### **Time Square Event Complex - Lahore, Pakistan**

General

Manager

Duration: Aug 2010 to May 2013

### **Toyota Cantt Motors - Lahore, Pakistan**

Intern, Duration: Mar 2012 to May 2012

### **Pakistan Today Newspaper - Lahore, Pakistan**

Intern, Duration: Jul 2011 to Sep 2011

## **Projects**

### **Fund Raising-Apr 2013**

Raised a fund of 50,000 rupees for an educational conference held by Beaconhouse National University

### **Interview - Aug 2012**

An interview-documentary with a blind salesman of FC College, Lahore.

### **Event Organization - Apr 2012**

Organized the catering responsibilities for the Vasakh film festival.

### **Catering Project - Mar 2012**

Arranged the lunches and hi-tea for the Lahore Chamber of Commerce and Industry for their meetings regarding Punjab provincial budget. Special arrangements were done for the Delegates and Ambassadors of different countries.

### **Documentary - May 2011**

Made a documentary on the issue of expenditures on wedding ceremonies in Pakistan.

## **Hobbies / Activities**

- Counseling
- Horse Riding
- Swimming
- Cooking
- Socializing

## **Languages:**

- English
- Turkish
- Urdu
- Punjabi