



**UNIDAD EDUCATIVA PARTICULAR JAVIER
BACHILLERATO EN CIENCIAS**

MONOGRAPH

Analysis of social pressure exerted on male and female models

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THIRD OF BACCALAUREATE - COURSE D

2017 – 2018

GRATITUDE

I want to thank the three most important people in my life. My dad for always loving me and being the sunshine in my life, as well as my grandma, for being my second mom and my number one fan. And lastly but the most important, my mom, for always supporting me, believing in me and for showing me that she is warrior. My warrior. My role model. I will always admire her as a mom and as a powerful and hard-working woman.

SUMMARY

The beauty and advertising industry has sold us the 'ideal' beauty. Wanting people to follow it and the models that represent this concept in their daily life, pushing them to their limits. As a result these people develop different illnesses and/or disorders, as well as also losing their identity.

This monography surrounds that topic. The social pressure that female and male models suffer. Describing what beauty is and what stereotypes are, the message on their advertisements sells a belief that leads to an obsession with physical beauty. It begins developing eating disorders, mental disorders and an obsession with plastic surgeries. Leading to the conclusion that models are unappreciated by society because they cannot see what being a model takes. Their advertisement sells the wrong idea to society and is affecting teenagers.

In the annex you can find a total of eight interviews, four of which were made to female models and four of male models. These interviews contain their experiences in the world of modeling and what they think about the influence of beauty stereotypes on teenagers.

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INTRODUCTION

The purpose of carrying out this analysis is to determine if there is social pressure on both female and male models in our environment that affects them positive or negative. The world of advertisement shows us as an image of perfection with certain characteristics of people that are not close to the reality we live in our daily life. Physical appearance in our country is different than those on Europe. "Modern societies have become factories of sick people, mannequins that dictate fashion and serve as a pattern of beauty for more than two million women." (Cury, 2012)

To further understand how models feel, it is necessary to answer some questions. Have they seen themselves in any particular moment of their career forced to follow a stereotype? Have they put their health in danger trying to reach the idea of beauty? Why would they manipulate and destroy their body to achieve "perfection"? What are some of the issues or disorders that models suffer? Do all of them experiment the same? Have they been able to overcome these issues?

The social pressure is created and promoted by agents of the fashion industry using social media to show a beauty that is both unreal and unhealthy for everyone. This peer pressure can have mortal consequences on the subjects. This generates a sociocultural problem that also affects teenagers, making them believe in an illusion that worships the body as a symbol of perfection, a goal that must be achieved to obtain success.

In this monography you will find four chapters. Three of them are about how this research was carried out. The first chapter deals with beauty and its main stereotypes. The second chapter deals with the advertising and its message as well as the mains disorders that are generated on

male and female models by social pressure. The third chapter deals with the consequences in the physical and mental health of the models that are produced by following a lifestyle. The last one is a conclusion and an analysis of the eight interviews that were realized. The complete interviews have been attached in the annexed.

CHAPTER I

Beauty from the point of view of the present society

1.1 Beauty

The word beauty comes from the Latin word 'belluz', which means beautiful. By adding the suffix '-eza' it refers to something that has the quality to be beautiful. "Beauty is born of order and proportion." (Vasari, n.d) The word beautiful is considered as something that has perfection and is aesthetically pleasing without any physical defects. This can include symmetry, proportions and outward appearance.

Physical beauty is an image that each person shows for the world to see. Because beauty is subjective, people will have different opinions about it. What Latin people consider beauty may be inappropriate to someone from India and vice versa. Beauty is a concept that has changed through time, and will keep on changing. Currently it has made an advance, as it begins to respect people for their different and unique characteristics.

1.2 Beauty Stereotypes

Stereotype comes from the Greek word 'stereos' that means solid and 'typos' that means impression. (n.a, Only Etymology Dictionary, n.d) Most of these are based on social prejudgments of what they believe according to their role models. Beauty stereotypes are always changing. They differ in the sense that each person is attracted to something different, and changing because they are modified over the years. Nowadays, people are associating inner beauty with physical appearance; because someone that feels beautiful finds a way to express it and make other people notice it.

1.2.1 Female beauty.

The idea of beauty has changed, adapting to concepts and preferences while incorporating every effort to look and feel good, such as, cosmetics and make-up, healthy food, hours of exercise, etcetera. The necessity to follow stereotypes has created beauty practices such as plastics surgeries. To achieve a younger look some people use Botox or hyaluronic acid. We can observe that some women reject their own body, aspiring to look as an unrealistic one.

This idea of a thin body appeared in the sixties showing us the shape of a non-traditional woman. These images showed skinny and doll-looking women, something very different from what people were used to seeing. Years later, between the nineties and the beginning of the twenty first century, this image reappeared on the runways. But now, we can see many portly women with different types of body's, they are not everywhere but are managing a way to be noticed.

1.2.2 Male beauty

The general notion of a well perceived physical look is not only seen on women, it's also affected men around the world, taking care of themselves and not hiding it. The revolution of the twentieth century opened doors for men in the fashion and beauty industry, a land never explored by men because it was exclusively related to women. Men are led to the idea of having a very muscular and defined body. The male models seen in commercials transmit an idea of successful and powerful men.

The male physique instilled by advertising and the media, is analyzed and looked up by men, consciously or unconsciously. Like women, the further away they are of the 'ideal' body, the more dissatisfied they feel. Many men think that by achieving the

“perfect” look, they will have confidence in themselves and become successful. Their influence and the models used in advertising are some of the factors that have the greatest influence on the development of male bigorexia, mainly because of the portrayed image of a man who is interesting and gains attention as a result of his body. Some men resort to aggressive and invasive beauty practices such as plastic surgeries, substance abuse such as steroids, biopolymers, botox and hyaluronic acid. These practices are used to gain the muscle and create an image that receives social acceptance.

CHAPTER II

The social pressure on the models

2.1 Profiles required for models

The profile of a model requires specific characteristics, these are subject to change according to the modeling agency they work for or if a company asks for a specific model. Usually they look for people who appear healthy, happy and successful. (WikiHow, s.f.) Most of the advertising agencies in Ecuador have a hard time looking for models because they want people who have the attributes of a European model.

Profile of female model

- Height: 5 '8 " (1.70 m)
- Be size XS-S
- A beautiful face
- Small bust
- Thin waist line
- Keep a very thin physical frame
- Maintain a good appearance

Profile of male model

- Measure between 5 '11 "and 6' 2" (1.80 and 1.88 m).
- Be size S-M
- Possess a pleasant and harmonious face
- Keep a flawless smile

- Be shaved
- Have enough muscle
- Having a broad back

2.2 Advertising and its message

The advertising environment has changed over the last years: new social medias creates different interest in consumers and new needs for companies. This and other factors are forcing the advertising industry to make changes as soon as possible to comply with the growing needs of their customers. Now, they are promoting their services on social media using not only models but also celebrities and influencers from all around the world. (Parreño, 2012)

The general rule of an advertisement has been and always will be to show a product or service that makes people want to buy it. This is achieved by showing a model or influencer being very happy with the product or service they purchased. Combined with an amazing body and a good social status that is not always real or possible, makes people reject themselves. This makes people want to be like them physically and have the life of that person. As a result, teenagers and young adults end up with the wrong message. (Correa, 2000)

2.3 Eating Disorders

Teenagers begin developing eating disorders start because they are not pleased with their image and weight. This is because they got the wrong idea of what a healthy looking body looks like. Society has told us that a beautiful body has to be extremely thin, letting brands create products that are going to help people achieve that look even though it may be unhealthy. Nutritionists blame advertising and social networks for the unrealistic image they try to sell. (Castillo, 2006)

2.3.1 Anorexia.

Anorexia is a disease that affects most women from all social status' and cultures, but is more frequently seen it on teenagers around fifteen to nineteen years old. Being the most common cause of weight lost on young women that can lead to death because they are avoiding meals. 'At least half or 46% of the patients recover completely, the third part partially recovers and only 20% develops a chronic disease.' (Steinhausen, 2012)

2.3.2 Bulimia.

Bulimia affects teenagers and young women around the ages of seventeen and twenty-one. It is hard to diagnose, because if the person that suffers it does not recognize that he or she has a problem and asks for medical help, people would not realize there is something wrong with them. People around them will see them eating and think that they are fine and just have a fast metabolism, but what these people really do is go to the bathroom after eating to throw up the food they had just eaten. It is harder for patients to stay on track with the treatments because they need to gain weight. (Nazario, 2012)

Both disorders require a long and hard treatment. It is very important to recognize that something is wrong inside and get a quick intervention to prevent permanent damage.

Families tend to be the first ones to realize.

2.4 Mental health

Being exposed to the media is not always a good thing; people and media are constantly watching models. Models and celebrities are constantly watched and followed by all the people

that admire them. However, there are people who only criticize them, such as entertainment reporters, writers for gossip magazines, etcetera. This can cause these people to feel pressure as well as making them uncomfortable.

Through their careers, models have ups and down. They experience uncomfortable situations and make mistakes. After those situations take place, models take more care of their reputation and they can start developing a mental disorder. What we see is a mere illusion of what really happens behind those images and videos.

The most common disorders that models develop are: depression, anxiety, panic disorders, post-traumatic stress, and bipolar disorder. The most common disorder is depression; the least common is becoming bipolar.

2.4.1. Depression

Depression is not the same as sadness or being sad. Being depressed is the constant feeling of sadness and the loss of interest in daily activities that used to be enjoyable. It can lead a person to have low self-esteem, anxiety or eating disorders and abuse of illicit substances or alcohol. (n.a, Anxiety and depression association of america, n.d)

Women are more likely to suffer from depression than men, but it can also affect teenagers. The symptoms of depression are very different in every person. Generally they tend to feel tired, irritable, angry, worthless and guilty. Teenagers tend to get into trouble pretty often.

A professional should diagnose it so that they can prescribe the right antidepressant and treat it. Results may not be seen in the first two months but they start working after

two weeks of taking them. People who suffer from it, should be going to therapy to talk about how they feel. The treatment should be completed after 6 or 10 months.

2.4.2 Anxiety.

Everyone has to deal with stressful situations every day, but when it starts to interfere or create fear and worrying with your daily activities for no reason it should be considered more than just a minor stress. It appears when people start concerning mainly about money, family, work and other activities that require a full concentration. (The MNT Editorial Team, 2017)

2.4.2.1 Types of anxiety

There are different types of anxiety such as: panic disorder, social anxiety, obsessive-compulsive and post-traumatic stress.

- Panic disorder: Random moments of fear that make a person perspire, feel chest pain and palpitations.
- Social anxiety: This is a phobia of being in social activities that expose you to people you are not familiar with.
- Obsessive-compulsive: It is an obsession with repetitive behaviors that are time consuming.
- Post-traumatic stress: People develop it after experiencing a life-threatening moment. (Bhandari, 2017)

2.4.3 Bipolar disorder

Bipolar disorder is also known as manic depression and is distinguished by the extremely change of mood. Having periods of time where they can feel sad, lost and

hopeless, other times they may feel extremely happy. But they can also feel very normal, not too happy or sad. (Goldberg, 2017)

The moment they feel extremely hyped is called Mania and the sad moments are related to a depressive disorder. These mood swings are very unpredictable. It can take weeks or months for a person to switch their mood. This disorder can be treated with medicine and therapy. (Mayo Clinic Staff, 2017)

CHAPTER III

Consequences of lifestyle models

3.1 Influence of the beauty industry

In order to sell more, the world of advertising has created beauty stereotypes. Kids can assimilate them during their early stages of life. Creating the need to have an unrealistic body image.

Everyday messages are promoted with the idea of selling this idea of perfection. Messages that only show that we live worrying about our bodies, where everything is reduced to the appearance. This pattern is very appreciated in fashion and media.

The image that beauty industries sell of very thin women is an idea of beauty, it's not linked to all women of different ages, measurements and race. Leaving behind approximately ninety percent of the female population.

3.2 The obsession with the perfect body

The world of beauty and the perfect images they try to impose is making people obsess about how they look and how to look better. Women stand hours in front of mirrors, looking at every imperfection they have, taking pictures, cropping them, editing and adding filters and then posting them on social media, to get lots of likes. This makes them feel accepted by society. (Telegraph Media Group, 2017)

Women and men that suffer this obsession look for ways to change what they do not like about them. Going to the gym for several hours and following a 'miracle diet' are some of the

more 'natural' ways to do it, because they can go the other way and start looking for plastic surgeries to change their looks more drastically. (Tower, 2014)

3.2.1 Bigorexia.

Bigorexia is very delicate and more common in men. This can begin during teenage years and increase over time. What creates this disease is the obsession with physical appearance, wanting to grow muscle and reduce any type of fat. It is very common for men to use hormones or steroids to help them grow muscle faster.

Once it is diagnosed, the person begins a treatment in which the most important thing is to learn to accept and love themselves. (Muñoz & Marinez, 2007)

3.2.2 Plastic surgery

Most of the known plastic surgeries are breast augmentation, lifting, rhinoplasty, mentoplasty, lip sculpture, tummy tuck among others. This obsession with plastic surgeries can be detected when the person starts doing more surgeries than what they need. After they see a part of their body being 'perfect' they want all of their body to be.

Being obsessed with this is a very serious illness. People who suffer it can spend all their money and time doing them but may never settle with what they see on their mirror. (Heredia & Espejo, 2009)

3.3 The self-esteem of the model

Famous models have worked very hard to be at the place they are right now. They love what they do and were willing to sacrifice some things in their life. Society does not see it like that, They think that modeling is something easy and fun to do, because part of the job is to travel a lot.

Modeling is as hard as most of the careers out there. It is very competitive and requires a great deal of sacrifice. Models are also exposed to gossip and all the people that hate them. People can be rude to a model, thinking that because they are a public image they are forced to tolerate them, making the models feel insecure. This can lead them to hate something about themselves and become more vulnerable. And this is when they can start developing any kind of eating or mental disorder.

After being exposed to everything that people say about them, models stop caring about it and become more confident.

CHAPTER IV

Analysis of interviews with male and female models

4.1 Objective of the interview

The purpose of the interview is to "analyze if female and male models consider that their careers have been affected by the stereotypes required in their profession". For this, 8 interviews were made to people dedicated to modeling and advertisements, everyone will be asked the same questions to later analyze the answers. After researching scientific articles on the subject, 7 questions were asked. (Annexed 1).

4.2 Results of interviews with female models

I must mention that the 4 female models that I selected for the interview were willing to collaborate and they also liked the topic for being a current issue and causing great controversy. They had no problem talking about their personal experiences within the world of modeling. All of them considered that being a model in our country is very difficult and you cannot only live from this, so you need another profession.

When analyzing the first question about the time dedicated to modeling, the one that has spent the most time in it has been 10 years and the one that has spent the least amount of time has been in it for 4 years.

In the second question, if throughout their years of experience in modeling they have noticed some kind of stereotype of beauty. All agree that there is, being a model requires to be very tall,

extremely thin and preferably Caucasian and blonde, but this is not necessarily the reality of women. They complain that even national campaigns request this stereotype of beauty.

In the third question that said if the existence of stereotypes has affected their career, three of the interviewees answered yes because if they cut their hair or gained a little weight they were rejected at work and only one of them answered no, because genetically she has no tendency to gain weight.

When asking the fourth question that said if at some point you felt forced to fulfill the stereotype that they demanded. Three of them answered yes but that it was their own decision to be in the world of modeling and also made changes to maintain a good image. One of them said that she suffered a lot in a reign of beauty, which compromised her health after the contest.

To the fifth question about whether they have suffered any kind of crisis due to this pressure, two of them answered no and two responded yes by participating in beauty pageant. They were asked how they overcame it; they responded that the experiences made them stronger, and are now more aware of the importance of keeping a healthy lifestyle, but that they are not going to let any other circumstance in life affect their health. One of them even claimed to have created a project called "You are more" to help girls who go through similar situations.

To the sixth question it was asked if they agreed with the opinion that society thinks the life of the models is only to pose and travel. All expressed that no, that the life of a model is very hard, tired and demands much effort and sacrifice. Hours of hard work, sometimes without eating, all day with high heels shoes. Doing it is exhausting and is not appreciated by our society.

And to the last question that said if they believe that these stereotypes are also affecting the adolescents. All of them answered yes, that they think this happens because teenagers have

famous models as the image of perfection resulting in low self-esteem. One of them said that this is actually changing as a result of the acceptance of a more realistic body type and that models have to change that idea of perfection and let everyone know they are as imperfect as we are.

4.3 Results of interviews with male models

When interviewing the male models, I could see that they are more direct to answer, they do not give many explanations, and unlike the female models they did not tell me personal experiences.

When analyzing the first question about the time dedicated to modeling, the one that has spent the most time on it has been 11 years and the one that has spent the less time on it has been 9 months.

In the second question if throughout their years of experience in modeling have noticed some kind of beauty stereotype. Three of them answered that yes, stereotypes exist and that they are not the reality of the Ecuadorian man. One said that society is to blame, because ever since we are born they have tried to brainwash us by showing images of what is considered as perfect and how it should look. But it is also our fault for accepting this image and not having enough personality to reject it. One of them said he did not notice these stereotypes because beauty is subjective.

In the third question that said if the existence of stereotypes has affected their career. Three answered no and one yes. Each one who said no had a different reason. Being one of those that he has not let himself be influenced. Another one said that modeling was not his only

profession. And the last one replied that in this country, as they see you, they treat you. The only one who said yes, it is because he has to make an effort to stay in shape.

When asked the fourth question that said if at some point you felt forced to fulfill the stereotype that they demanded. Two of the interviewed answered that no, because if they came to this world of modeling it was because they had qualities. One of them answered that yes he should control much his weight because if he does not he will lose contracts. Another one said yes and no, that he does not let himself be influenced. But that the image he gives is very important, his photos on social media, whom he goes out with, and things like that.

To the fifth question about whether they have suffered any kind of crisis due to this pressure, three of them answered no and one of them responded that if they accept this world they must create an image that they are obliged to take care of at all times to achieve the proposed goals.

To the sixth question I asked if they agreed with the opinion that society thinks the life of the models is only to pose and travel. They all said that no, that the life of a model is of effort and sacrifice. They also agree it is more like a hobby because it does not generate enough income to live based on that line of work.

And to the last question that said if they believe that these stereotypes are also affecting the adolescents, three of them answered yes, that it has a lot to do with the personality of the adolescent and one said that it does not only affect adolescents without personality.

4.4 Analysis of the personal experiences of the interviewed models

What you can learn from these interviews is that female models have had a hard time staying in the world of modeling. When they have had the opportunity to participate in beauty contests, many of them have put their health at risk by wanting to be extremely thin. The masculine

models consider that stereotypes exist but few admit that they have been affected by it in their life.

Both men and women consider that the world of modeling is very hard, requires effort and sacrifice, everyone agrees that keeping a healthy diet, daily exercise routines and taking care of their image are necessary steps to stay in the world of fashion and advertising, which they entered by their own will.

CONCLUSIONS

At the end of this monographic work it is concluded that:

1. Beauty stereotypes exist. But beauty is always changing according to the era. Beauty is relative and subjective. It is different for everyone. What you consider beautiful may not be for someone else. Not only women are affected by stereotypes, they also influence men. We can see that stereotypes or ideas of beauty are very noticeable and have determinate characteristics.
2. Models are influenced by the image and idea that advertising wants to sell. Most of the times those images are not related to reality. Giving people fake expectations and forcing models to be in a specific way and shape they are not. Because of this models can start developing eating disorders, like bulimia and anorexia, or mentally disorders, like anxiety or depression, but what all of them have in common is that they affect the way of being of the model. Making them feel insecure and leading to treatment so that they can overcome it.
3. Models as well as other celebrities are exposed to media and the gossip of people. People think that because they put themselves out there they have to accept mean comments, bringing out their insecurities. These insecurities can make them become obsessed with their image and start doing things to change it. They are exposed to the pressure society puts on them. Wanting them to be perfect and forgetting that they are not. They are as vulnerable as we are.

4. We do not have to forget that this can affect people who aren't models too. Thinking that a model is perfect and has a perfect life, makes us want to be like them. Their life seems to be so simple and full of opportunities to do amazing things. But as said before, this starts off with advertising that wants to sell this image, this idea of perfection.
5. The obsession with having a perfect body led models to a dark place in their life. This is when bigorexia and the obsession with plastic surgeries starts developing and taking over their lives. They begin to change, thinking that they are making the best decisions when really they are taking risks, because they lose their identity and start to follow the idea of advertising obsessively. Even though they know it is not reality.
6. From the interviews realized, I can also conclude that, most of the models see modeling as a hobby that is well paid and have another career or job apart. This is because society thinks modeling is not a solid and good career to do. They see it as something temporary that can badly accustom the models to make money easy.
7. I can also conclude that people do not know what being a model really means, they have not had a similar experience with a lot of the pressure that models have to endure. Not many. However it is important for people to gain confidence in themselves and learn to ignore what people gossip about their image.

RECOMMENDATIONS

At the end of this essay it is recommended that:

1. Society needs to stop seeing it as something easy when it is a hard and sacrificed career. Models suffer a lot because of their exposure; they need to receive the same respect that everyone deserves. They also need to stop putting a lot of pressure on them or wanting them to be perfect.
2. Models should learn how to love themselves and not put interest in what other people have to say. They should show people how a model is and what they do. They also should let everyone other get understand they are as imperfect as us.
3. Teenagers should not believe blindly on what they see on social media or on television.

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ANNEXED 1

Interview format to be made

Interview to analyze the social pressure exercise in male and female models

Name:

Age:

- 1) **How many years of your life have you dedicated to this modeling world?**

- 2) **Throughout these years have you noticed the existence of a stereotype of beauty?**

- 3) **Do you think that the existence of the stereotype has affected your career?**

- 4) **Did you ever feel forced to fit in this stereotype in order to please society?**

- 5) **Have you been through a period of crisis due to pressure? How did you overcome it?**

6) **Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?**

7) **Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?**

ANNEXED 2

Interview # 1

Name: Valentina Pérez Arenas

Age: 21 years

Profile of the interviewee



Ecuadorian model for Advertising agencies

Graduated from the Career of Dentistry of the Universidad Catolica Santiago de Guayquil

1) How many years of your life have you dedicated to this modeling world?

I have dedicated 6 years to the modeling world. I have modeled since I was 16.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

Yes, I have come across a strong stereotype for the models. Above all, demands with the bodies of the models. When they are going to hire me for a photo, first they ask me if I have gained weight.

3) Do you think that the existence of the stereotype has affected your career?

Unfortunately, one time that I had shorter hair it did affect me having fewer contracts. Also, I gained weight for some months a few years ago, and it affected me too.

4) Did you ever feel forced to fit in this stereotype in order to please society?

Not exactly to please society, but to feel good about myself.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

No, at least not because of my physical.

6) Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?

For me it's not like that, modeling is a hobby, not my whole life. It's just an "extra income" I get from time to time. But, although I do think it is more than just traveling (for those who live on it), I do not consider it to be a "hard job".

7) Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?

Yes, the modeling industry is guilty for many people's self-esteem problems, mainly teenagers.

ANNEXED 3

Interview # 2

Name: María Elisa Márquez Gutiérrez

Age: 36 years

Profile of the interviewee



Empresaria
Directora de Academia de Modelaje y Etiqueta Social,
Ex reina de belleza internacional
Conductora de TV

1) How many years of your life have you dedicated to this modeling world?

7 years. I was a model from 16 to 23. Now I am a model instructor in my academy.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

If we talk about stereotypes of beauty these have changed through the last years, today we accept bodies with a little more curves, but for runway model and magazine always the model will have this texture too thin, almost unrealistic.

3) Do you think that the existence of the stereotype has affected your career?

No, because of my father, he is Portuguese. I've always been thin by genetics and I do not have the tendency to get fat easily.

4) Did you ever feel forced to fit in this stereotype in order to please society?

No one can force you into what you do not want. People who become part of the world of modeling and want to stay know that they must comply with certain stereotypes, I did it by my own decision.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

Yes, when I participated in an international contest representing the country, they sent me to Venezuela to prepare me. I had to lose 13 pounds more than my ideal weight, I felt too thin. When I returned to my country, I felt that I managed to escape from the “doll factory” I was in, but I did not let this affect me, but it made me stronger. What I really liked about this preparation and now incorporated into my daily life is to exercise regularly and eat healthy.

6) Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?

If, unfortunately, it is what is shown, they never say that a model must know how to express and communicate correctly, that because of her work she travels to many places and must have a cultural preparation to function in a world that moves millions of dollars.

7) Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?

Yes, because teenagers are very vulnerable to being influenced by fashionable stereotypes, if adults do them more.

ANNEXED 4

Interview # 3

Name: María Emilia Cevallos

Age: 24 years

Profile of the interviewee



Ecuadorian Model

Beauty queen

Singer

Actress

Ecuadorian television presenter

1) How many years of your life have you dedicated to this modeling world?

4 years.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

Yes, I had to fight against this, my hair was super short and at a young age I had some tattoos done and because of that swimsuit designers did not want me. I have also never been too thin, and I had to do a lot of diet. Designers excluded from the runway, they said that it had a lot of meat to grab onto and that I did not look like an haute couture model.

3) Do you think that the existence of the stereotype has affected your career?

Yes, I have to make my way alone, fight against my way of being. What I experienced in the Miss Ecuador contest helped me to empower myself and start a personal campaign that today is a project campaign called "you are more" with which it helps many girls to value themselves. In the contest I thought my name was enough but it was not like that, the criticism was huge, I was always the fat girl one of the contest but the fight against this became a personal life lesson for other girls, so that they fight for what they want.

4) Did you ever feel forced to fit in this stereotype in order to please society?

Yes, in the reign of Miss Ecuador, the comments of the people were terrible, I felt weak, I did not eat, I got sick, I decompensated, I got depressed, but I got over it and said no more, this cannot be like that, I'm going to fight for being myself, for valuing me.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

I suffered from an eating disorder since I was 14 then I got over it with 4 years of treatment, in the contest of Miss Ecuador I relapsed and I got over it, I said to myself I'm talented, dedicated, responsible, I'm doing my job, I'm worth what I am and now I value myself a lot, I am worth more than everything and what I want to do I do it.

6) Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?

Not at all, I have to maintain a weight, be always ready to go to a mall, spend hours in dressing rooms, nobody cares if I have eaten, and I have to wear heels almost all day. I finish the day super tired, costume tests, in one they can be more than 30 changes of clothes, makeup. If I travel I do not know the city, it is only for work, living with other models where the competition is hard, where you must take care of envy, being in front of the camera is exhausting, the lights hurt you, they wear you out, it's terrible. Nobody see it as it is. Nobody sees reality.

7) Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?

If many people, especially teenagers, want to adapt to what society demands, today with my experience I believe that diversity is beautiful and we must demonstrate this in the world of models. Today things are changing, but we as models depend a lot to achieve these changes with our attitude and adolescents must be trained not to be influenced by the environment. Today we have world famous models that give us these examples, one case is that of Winnie Harlow, who suffers from vitiligo and was the image of the latest collection of the Spanish brand Desigual.

ANNEXED 5

Interview # 4

Name: Francesca Cipriani Burgos

Age: 24 years

Profile of the interviewee



Ecuadorian model for national and international agencies
Queen of international beauty
Engineer in Business Management and International Business
Latina Correspondent for international magazines

1) How many years of your life have you dedicated to this modeling world?

Since I was 14, exactly 10 years.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

Yes, stereotypes exist, in our country when the model word is named, everyone thinks of a woman of 1.75cm tall, very thin, but the reality is different, the Ecuadorian woman has other characteristics.

3) Do you think that the existence of the stereotype has affected your career?

Yes, in many occasions for national events models are sought exclusively with these categories, I see it very often. They also ask for very white and blonde women who look European due to their characteristics

4) Did you ever feel forced to fit in this stereotype in order to please society?

Not exactly to fit a stereotype, because as an Ecuadorian I do not have all the characteristics of a European model of haute couture. What I felt obliged when I voluntarily decided to dedicate myself to the world of modeling professionally was to learn to eat healthy and have the habit of doing an exercise routine on a daily basis, to conserve my figure.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

Thank God, no, the most important thing is to know you and accept you as you are. This world of modeling and entertainment is about attitude and personality beyond physical beauty. I was offered many plastic surgeries when I was a candidate for my Ecuador but I did not accept, for years I mentalize to compete and my goal was always to win, I was very sure of myself. The society is hard, they told me everything when I participated in Miss Ecuador and when I traveled to Miss Universe more, most of the criticisms were from people I did not know, but I never allowed this to affect me.

- 6) **Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?**

I do not agree at all. It requires a number of things to participate in a show, in a pre-casting, be selected in a castings, pass a costume test of a designer, requires hours of very strong training and much mental and emotional effort.

- 7) **Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?**

Yes, teenagers believe that the famous model is an image to follow, they seek to have a perfect body quickly and at an early age. Parents should have more communication with their children and make them realize that personality, attitude and not just a beautiful body always prevails. This is what my parents always advise me.

ANNEXED 6

Interview # 5

Name: Bryan Orozco

Age: 18 years

Profile of the interviewee



1) How many years of your life have you dedicated to this modeling world?

5 years.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

Not at all, for me beauty is subjective.

3) **Do you think that the existence of the stereotype has affected your career?**

No, I like my job and don't let myself be influenced.

4) **Did you ever feel forced to fit in this stereotype in order to please society?**

No, if I get to this job it's because I have qualities and characteristics, I do not want to change

5) **Have you been through a period of crisis due to pressure? How did you overcome it?**

No. I haven't.

6) **Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?**

For me it is not just like that, it is a passion.

7) **Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?**

No, only those ones who do not have criteria are influenced.

ANNEXED 7

Interview # 6

Name: Juan Carlos Pérez

Age: 19 years

Profile of the interviewee



Chilean model.

Model of international advertising agencies

1) How many years of your life have you dedicated to this modeling world?

I just started 9 months ago.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

If they exist, but are currently changing, they depend on society, nowadays more real stereotypes are sought, not manufactured

3) Do you think that the existence of the stereotype has affected your career?

Yes, in the world of modeling rarely accept an exotic beauty, different from stereotypes. I have to exercise my body to stay in shape.

4) Did you ever feel forced to fit in this stereotype in order to please society?

No, because we cannot let a stereotype bother us, we must accept and take advantage of our own conditions.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

Until now none.

6) Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?

The model work is quite arduous, nobody is aware of the effort that a model puts on a daily basis to preserve its appearance and move forward with life even more when studies are not abandoned and a balance that is complicated is needed.

7) Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?

Yes, I unfortunately believe that it is a problem that affects many teenagers but I also believe that people should not get involved in stereotypes but in working their bodies to be happy and if it turns out that the body you are working on is enough to please people take advantage of it since in other times you might not have been appreciated as you will be now.

ANNEXED 8

Interview # 7

Name: Francisco Santander

Age: 30 years

Profile of the interviewee



Model for national and international agencies

International photographer

National and international producer

Businessman Manager Owner of Santander

1) How many years of your life have you dedicated to this modeling world?

11 years as a Santander Photo studio brand, I have interacted with all types of models and in all types of campaigns.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

Obviously, there are stereotypes. The same industry strives to change the behavior of the person, wanting them to change their own image and many people do not usually have that exactly body, are more chubby or with a different nose, this leads to obsessing that this is not perfect or correct and want to change it many times causing psychological disorders. Since we were born, society has tried to brainwash us by showing us an image of what is perfect and how it should be seen and it is also our fault for accepting this image not having enough personality to reject it.

3) Do you think that the existence of the stereotype has affected your career?

What can I tell you, society is very much based on personal image, so the personal image we give and how others see us also affects the way they are going to treat us. This partly has its good and bad side. People want to look good, and the beauty industry together with society is to blame for this, to treat you as they see you without valuing personality.

4) Did you ever feel forced to fit in this stereotype in order to please society?

Yes and no, if I fulfilled it, I would not be here where I am right now. If I gave much more value to the image than to someone's personality, I would have more image for myself. The image has a very strong value and if people see you in photos of other important people in this medium, dancing or having a drink, they give you much more value.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

As I said in the previous answer, this is achieved with personality, valuing and taking care of my image so as not to let anyone pressure me and reach my goals. This world is very sacrificed, getting valued for what you are and not for a simple image created by another.

6) Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?

Not that is not true, the industry is very diverse and now models have also grown in social networks, increasing the value to their name, to the point of some being considered influencers. Our culture does not appreciate the effort made by the models to be recognized and not only them, but also the designers, they do better outside the country than here. So much so that I know very few models that are dedicated to this alone, the vast majority have another job in which they are even more recognized. Since as models they earn practically nothing to be able to sustain themselves and less if they want to do something of their own. Of course, this is changing, little by little but it is changing.

7) Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?

If I consider that they affect not only the adolescents but in general to the society in which they are developing. It also has a great influence when a product is sold, if the model that presents the product, looks foreign, calls much more attention than a national model. And the teenagers see that that is what draws attention, they want to copy it to fit in.

ANNEXED 9

Interview # 8

Name: Gustavo Icaza

Age: 28 years

Profile of the interviewee



Runway model

Graduated from the Career of Dentistry of the Universidad Catolica Santiago de Guayaquil

1) How many years of your life have you dedicated to this modeling world?

3 years.

2) Throughout these years have you noticed the existence of a stereotype of beauty?

Yes, in this world you have to be tall, with muscles and blond to get the contracts. Sometimes we look for a stereotype different from the common one of the Ecuadorian man.

3) Do you think that the existence of the stereotype has affected your career?

No, because for me modeling is a work alternative, it's not my profession.

4) Did you ever feel forced to fit in this stereotype in order to please society?

Yes, a little with my weight. I have to do constant exercise to maintain the weight that the modeling agency demands of me.

5) Have you been through a period of crisis due to pressure? How did you overcome it?

No, since you accept the work in the agency you know the conditions, it is your decision if you take it or leave it. If you take it, you accept the effort, not pressure.

6) Society thinks that the lives of the models is only posing, travel, etc. do you think that they are right or there is a lot more?

No estoy de acuerdo, es un trabajo de mucho esfuerzo y sacrificio.

7) Do you think that the stereotype of beauty is not only affecting the models, but also the teenagers?

Yes, yes, but it will depend a lot on the personality of the adolescent.