



Exploring the Intersection of Masculine Identity, Consumption, and Advertising: A Visual Research Perspective

Iman G. Elbadwy^a, Zainab A. Awad^a, Mariam A. Eida^a, Hasnaa S. Hendawy^a, Menna A. Alkaramani^a, and Ahmed G. Hassabo^{b*}

^a Benha University, Faculty of Applied Arts, Advertising, Printing and Publishing Department, Benha, Egypt

^b National Research Centre (Scopus affiliation ID 60014618), Textile Research and Technology Institute, Pre-treatment, and Finishing of Cellulose-based Textiles Department, 33 El-Behouth St. (former El-Tahrir str.), Dokki, P.O 12622, Giza, Egypt

Corresponding author: aga.hassabo@hotmail.com, Tel. 00201102255513

Abstract

Through the explication of a visual research method, this paper theorizes how masculine identity interacts with the consumption—of imagery, products, desires, and passions in advertising and consumer culture. We analyze the male body as a discursive “effect” created at the intersection of consumption and several marketing discourses such as advertising, market segmentation, and visual communication, balancing between brand strategy—what the marketer intends—and brand community—the free appropriation of meaning by the market. The paper’s contribution rests in extending previous work on male representation into historical, ontological, and photographic realms, providing a necessary complement between understanding advertising meaning as residing within managerial strategy or wholly subsumed by consumer response. We argue that greater awareness of the connections between the traditions and conventions of visual culture and their impact on the production and consumption of advertising images leads to an enhanced ability to understand how advertising works as a representational system and signifying practice.

Keywords: impact - printing - techniques - advertisements

Introduction

The importance of creating attention in print advertising is becoming a more essential ingredient in today’s society. Print advertising is still one of the most commonly used mediums to bring out the message to the consumer, despite the vast innovation of technology and the Internet. The messages within advertising have to be taken into careful consideration and be formed in the right way to be competitive and attract the audience. Moreover, the use of non-verbal essence has a greater meaning that indirectly creates interest in consumers’ minds. For companies to survive, the message has to be adapted to current trends and interests to attract and be as compelling as possible. This is especially noticeable in today’s fashion industry, which is an increasing sector. Beauty and welfare belong to the two most common elements and are reflecting the print media to a great extent, in particular among female lifestyle/fashion magazines. The purpose of this thesis is to gain a better understanding of the elements used in print

advertising messages within the Swedish print media.

Our research explores, describes, and tries to explain how print advertising uses the elements: of color, text, and appeal in advertisements. We have conducted a case study on the two lifestyle/fashion magazines Elle and Cosmopolitan, by thoroughly observing fragrance advertisements. Our main findings concerning color, text, and appeal are that: color is associated with feelings and evokes emotions that affect and form the message, the headline is most often the brand name or the name of the fragrance, and the use of emotional appeals is the most common in fragrance advertisements. However, our core finding is that all these three elements, color, text, and appeal, tend to relate to each other and together be a powerful strength. Finally, implications for managers, theory, and future research are provided. [1-4]

*Corresponding author: Ahmed G. Hassabo, E-mail: aga.hassabo@hotmail.com, Tel. 01102255513

Receive Date: 16 January 2024, Accept Date: 29 February 2024

DOI: 10.21608/jtcp.2024.263366.1353

©2024 National Information and Documentation Center (NIDOC)

Experimental

The construct of premium print advertising was operationalized through two print advertisements used to test our hypotheses in a between-subjects experiment with a 2×2 design. The experiment was conducted offline using a sample of 357 participants drawn from the general population using an intercept approach. A student sample was not employed so as to ensure that results would generalize to the wider population. Participants were not compensated and were also kept blind to the study's objective. The average age of participants was 35.8 years (standard deviation = 13.1), and gender distribution was approximately equal, with 49.6 percent female and 50.4 percent male respondents.

To test the effectiveness of premium print advertisements, two advertisements—one for a household appliance [“HA”] and the other for a luxury watch [“LW”] were used. The premium print advertisement for the home appliance was designed with haptic cues on the front, with high-quality paper and a highly glossy print design (HA_PREM). The advertisement for the luxury watch was printed on high-quality paper and also in a highly glossy style (LW_PREM). Each advertisement also was printed in a non-premium version (without the aforementioned characteristics) for the control conditions (HA_CON, LW_CON). Participants were randomly allocated to one of the groups and exposed to the group-specific stimulus. Advertisements were printed and inserted within magazines to appear legitimate. Participants were handed a magazine open to the relevant ad, prompted to examine the advertisement for a moment, and then asked to fill in a questionnaire containing items measuring the relevant construct

Results and Discussion

Typography in Destination Advertising

One of the most well-known definitions of typography is that of Francis Thibaudeau, a French typographer. “Typography is the art of reproducing texts using movable type pieces, grouping them, and accompanying them with ornamentation that is appropriate to them and to their use. By extension, the word Typography includes all the arts that contribute to Printing”. [5] Typography refers to the art of drawing letters, but it also extends to layout. McCarthy and Mothersbaugh

Methodology

An experimental method was used to obtain data for this study. We developed a total of four questionnaires; three were created for the different pretests (concerning typefaces, destinations, and advertising texts) and one for the final experiment.

Validation of measurement and constructs

First, the focus was placed on the psychometric properties of the scales for the whole sample. An exploratory factor analysis (EFA) was used to examine the factor structures of the scales and was complemented by a confirmatory factor analysis (CFA). The validity and reliability of the scales were assessed using variance, average variance extracted (AVE) (that should be greater than 0.50), Cronbach's alpha, and Jöreskog's rho (that should both be greater than 0.60). The psychometric quality of the

Conclusion, limitations, and future research

The present study confirms the persuasive effect of specific visual elements in advertisements and highlights in particular the key influence of typography among these visual components. Although typography has been a topic of interest to tourism practitioners, mainly those in charge of communication and advertising campaigns who empirically test various typographies (among other visual elements such as color or size), surprisingly, the study of typography has been largely underestimated in the three has been relatively little theoretically-driven research on processes and effects of social media on young women's body image and self-perceptions. Yet given the heavy online presence of young adults, particularly women, and their reliance on social media, it is important to appreciate ways that social media can influence perceptions of body image and body image disturbance. Drawing on communication and social psychological theories, the present article articulates a series of ideas and a framework to guide research on social media's effects on body image concerns of young adult women. The interactive format and content features of social media, such as the strong peer presence and exchange of a multitude of visual images, suggest that social media, working via negative social comparisons, transportation, and peer normative processes, can significantly influence body image concerns. A model is proposed that emphasizes the impact of predisposing individual vulnerability characteristics, social media uses, and mediating psychological processes on body dissatisfaction and eating disorders. Research-based ideas about social media's effects on male body image, intersections with ethnicity, and ameliorative strategies are also discussed.

The mass media play an outsized role in the communication of cultural stereotypes about the aesthetics of body image. [6] social cognitive theory, the mass communication-focused cultivation model, [7] and the sociocultural perspective on body image [8, 9] assigns central importance to

media, emphasizing that exposure to media messages can impart unrealistic images of female beauty. Internalization of these distorted images is of concern because it can lead to body dissatisfaction, a key predictor of disordered eating. [10]

Research, primarily conducted in the U.S., UK, and Australia, has obtained considerable evidence for media effects on thinness ideals and body dissatisfaction. [11] Scores of experiments have demonstrated that exposure to thin-ideal media images increases women's dissatisfaction with their bodies, as well as negative affect [12, 13] Many cross-sectional and longitudinal surveys have found that media exposure predicts body dissatisfaction, thin body ideals, and eating disorder symptomatology among preadolescent girls and young women. [14, 15] Careful literature reviews [16, 17] and meta-analyses of research [18, 19] indicate that media portrayals of the thin-ideal body exert an impact on body image concerns. As always, with media impact, the question is the strength of the effect, and meta-analytic studies indicate the effects are small to modest; they are likely to operate in concert with individual differences in the internalization of gender-related attributes. [20] Studies show that media exposure is consistently linked with women's body dissatisfaction, internalization of the thin ideal, and eating behaviors. [18, 21]

Importantly, the general pattern of results attesting to media effects on body dissatisfaction, noted recently by Tiggemann et. Al., [22] has emerged from research conducted in primarily Westernized societies using mainly White samples, frequently from the U.S., UK, and Australia, which share the same unrealistically thin "body perfect" ideal of female beauty. [11] Increasingly, however, researchers have begun exploring media effects on body images of young women from different racial and ethnic groups. There is evidence that some groups report body dissatisfaction at comparable rates to White young women, [23] as well as reports of few differences in ratings of ideal or physically attractive female figures across diverse regions of the world. [8]

Although empirical studies have been theoretically grounded and heavily focused on measurement precision, the research, as will be discussed below, has been limited in an important respect. Studies have overwhelmingly focused on the effects of conventional mass media—magazine depictions, television ads, TV entertainment programs, and even music videos. But these are not the media that primarily attract adolescent and young adult women. There have been steep declines in magazine readership, and television viewing has dropped sharply, particularly among teenagers and young adults. U.S. residents aged 12 to 34 still

watch television but are increasingly engaged in time-shifted television viewing, or watch shows on iPads or mobile devices. [24]

More than 80 % of 18–29-year-olds in the U.S. are wireless Internet users, and 72 % of the online 18–29-year-old cohort uses social networking sites. [25] A national survey conducted by the Pew Research Center found that in the U.S., 18–29-year-olds who use the Internet are the most likely of any demographic group to use a social networking site; importantly, women are more likely than men to tune into these sites. [26]

The present paper attempts to redress the imbalance in the research literature by offering a theoretically grounded agenda for scholarship on social media effects on body image perceptions. The paper has four purposes. First, it presents a schematic model of social media effects on body image dynamics that can guide scholarship. Second, it seeks to stimulate research by offering a number of theoretically grounded predictions about social media influences on young women's body image concerns. Third, the paper seeks to bridge social psychological, and communication research terrains, integrating theoretical areas, such as norms, social comparisons, and media influences. In this way, it identifies collaborative pathways for social scientific scholarship on gender roles. Fourth, given the sociocultural role that media play in the development of body image and eating disorders, an in-depth focus on contemporary social media effects can shed light on some of the underlying dynamics of body image concerns, a persistent issue in gender role research. Research generated by the present perspective can enhance understanding of the ways that unrealistic body image ideals, as well as social comparisons and appearance-based schematic processing, are acquired and internalized. [9, 20] A theme of the paper is that the causal determinants of body image perceptions are complex, and media influences on body dissatisfaction and eating disorders are a function of a host of interrelated psychological and normative processes. Accordingly, this paper argues that media-based interventions to ameliorate dysfunctional body image perceptions must take these exquisite complexities into account if they are to nudge individuals into changing their attitudes and behaviors.

Given the time-honored concerns about media effects on women's body image and self-concept, [18, 27] the focus of this paper is on adolescent girls and young adult women. The reader should note that all cited studies that follow are based on U.S. samples unless otherwise indicated.

Internalization of thin-idealized female beauty is a key element in a culturally stereotyped standard of beauty that is ubiquitously communicated in contemporary media throughout Westernized

societies. [20] This restrictive view of a desirable body type parallels continued social constraints on gender roles, as well as over-time consistencies in gender stereotypes, despite decades-long social activism designed to increase gender equality. [28] As a result of traditional gender role socialization processes, girls and women learn to self-objectify, internalizing societal emphases on attending to outward appearance rather than inner qualities; they also come to assign more importance to physical appearance than do boys and are more attuned to appearance management to conform to stereotyped physical attractiveness ideals. [29] While there are individual differences among women in their adoption of these beliefs, and more untoward effects on some young women than others, they occupy a prominent part of sex-typed socialization in contemporary Western societies, with girls as young as 3–5 years old ascribing positive characteristics to thinner targets. [30]

As scholarship over the past two decades has amply demonstrated, a core component of idealized female beauty in Westernized societies is thin body size, curvaceously slender, physically appealing, and unrealistically thin. [8] Internalization of the thin ideal for females has its roots in a host of social and cultural forces, including pressures to conform to socially defined ideals of physical attractiveness, peer influence, media depictions, same-sex interpersonal modeling, and symbolic, cultural, and even ideological, representations of female beauty. [6, 31] Another important social learning factor is self-objectification, the process by which girls and women come to view their bodies as objects to be looked at, much as an observer would. [29] This psychological internalization of an observer's perspective toward one's body can lead to body surveillance, which in turn can produce body image disturbances, an experience so common it has been famously termed "normative discontent". [32]

Internalization of "body perfect" ideals and body size stereotypes begins when girls in Western societies are as young as 3 years old. [33] Mass media have been implicated as an especially significant source of influence on these perceptions. [34] Beginning with young girls' exposure to mass-communicated images of the Barbie doll—"the cultural icon of female beauty" [33] - moving developmentally to the viewing of television advertisements and programs that celebrate ultra-thin models, and culminating in adolescence and early adulthood with appearance-focused Facebook conversations, picture-sharing, and fashion-focused tweets, [35] contemporary mass and social media exert a potent impact on the development of thinness ideals and body dissatisfaction. It is the latter—the provocative, but relatively unexplored, effects of social media - that are the focus of the present paper.

The paper is divided into three sections, which draw from a common core of communication and social psychological concepts. The first portion describes the distinctive communicative attributes of contemporary interactive media and their applications to appearance-focused social media features. This section introduces the particular facets of contemporary online media that make them potent sources of influence on body image concerns. Building on this, the second section integrates social psychological, and communication perspectives, introducing a model of social media influences on body image and eating disorders, and articulating potential impacts of social media on perceptions and affect. A number of specific ideas and predictions about the impact of social media on body image concerns are described. Particular attention is paid to the hypothesized effects of the Internet and social media on eating disorders, and the processes by which this occurs. Drawing on concepts discussed throughout the paper, the final section takes a broader approach, theorizing about potential social media effects on men and on women from different ethnic groups. It ends on a positive note, proposing ways to harness social media to help young women adopt healthier attitudes toward their bodies.

Three caveats are offered at the outset. First, this paper focuses on potential social media influences on adolescent girls and young adult women. Media can strongly influence boys' and young men's body image concerns. [10] But because the bulk of research has documented influences of mass media portrayals on women's body dissatisfaction, and young women have a more negative, distorted body image than young men, [36] a focus on women seemed to provide a more appropriate focus for this, a pioneering probe designed to generate research on social media effects.

Second, it is important to consider the cultural context in which research has taken place. The overwhelming majority of studies have been conducted in Western countries, frequently in the U.S., and with a focus on predominantly Caucasian women [37-39]. There is a persistent question about whether these findings apply to individuals of different racial and ethnic groups. African-American women are less prone to be dissatisfied with their bodies than White women [20, 38, 40, 41], in light of different subcultural norms.

Yet the global diffusion of sex-typed ultra-thin images of women seems to have left an imprint on other ethnic groups, as thinness ideals can be found across the world. For example, Argentine, Malaysian Chinese, and Fiji women have displayed considerable body dissatisfaction or Western-style desires for thinness [20, 37, 39, 42]. However, there are complexities, as women rejected Western-style thinness ideals in Belize, where body shape is more

highly valued than body size; more generally, as Anderson-Fye notes, "Western individualistic notions of body image are not universal". Thus, the ways culture and media interact to influence body disturbances is a complex issue, beyond the scope of this paper.

Third, when discussing theoretically-based social media effects, the focus is on body image concerns. Body image is a multidimensional concept, with cognitive, affective, and behavioral aspects, [43] one that has been reliably assessed in a variety of ways. [44] Body dissatisfaction can influence eating disorders, [10] but impacts on eating behaviors are complex, contingent on a host of psychological and contextual factors, and a detailed discussion is beyond the focus of this paper. However, the intersection between social media and eating disorders is worthy of attention and is discussed later in the paper.

Conclusion

Advertising appeals which will be the focus of this analysis. A content analysis scheme will be used to determine the existence or absence of such appeals in Japanese and American advertisements so that an assessment can be made on the degree to which such advertisements exhibit cultural values, norms and characteristics.

An advertising appeal is defined as any message designed to motivate the consumer to purchase. To motivate consumer action, the statement must be related to the person's interests, wants, goals and problems. The reasons behind the purchase are the benefits the buyer receives that prompt purchase.

"The life-giving spark of an advertisement is the promise of the special significant benefit the product will provide--a promise the product must be able to fulfill. The special significant benefit becomes the appeal of the advertisement."

The appeal is typically carried in the illustration and headline. Copy tends to reinforce the message sent in these two elements. Thus, in determining appeals, both the visual and the headline are taken into consideration. an advertisement may contain more than one appeal, however, the majority of advertisements tend to contain one dominant appeal and it is this appeal that is coded. The prevalent Japanese values, norms and characteristics have been operationalized to form both traditional and modern/Westernized appeals

Conflict of Interest

The authors declared no competing interests in the publication of this article

Acknowledgment

The authors are gratefully grateful to acknowledge the Faculty of Applied Arts, Benha University. Furthermore, the authors are gratefully grateful to acknowledge the Central Labs Services (CLS) and Centre of Excellence for Innovative Textiles Technology (CEITT) in Textile Research and Technology Institute (TRTI), National Research Centre (NRC) for the facilities provided.

Funds

The authors declare that there is no funding source

References

1. Alkaramani, M.A., Elbadwy, I.G., Awad, Z.A., Eida, M.A., Soliman, H.S. and Hassabo, A.G. The impact of printing technology on advertising and consumer behavior, *J. Text. Color. Polym. Sci.*, - (2024).
2. Awad, Z.A., Eida, M.A., Soliman, H.S., Alkaramani, M.A., Elbadwy, I.G. and Hassabo, A.G. The psychological effect of choosing colors in advertisements on stimulating human interaction, *J. Text. Color. Polym. Sci.*, - (2024).
3. Eida, M.A., Soliman, H.S., Alkaramani, M.A., Elbadwy, I.G., Awad, Z.A. and Hassabo, A.G. The impact of modern printing techniques on the attractiveness of advertisements, *J. Text. Color. Polym. Sci.*, - (2024).
4. Soliman, H.S., Alkaramani, M.A., Elbadwy, I.G., Awad, Z.A., Eida, M.A. and Hassabo, A.G. The importance of color in marketing and customer behavior, *J. Text. Color. Polym. Sci.*, - (2024).
5. Amar, J., Droulers, O. and Legohérel, P. Typography in destination advertising: An exploratory study and research perspectives, *Tourism Management*, **63** 77-86 (2017).
6. Bandura, A. Social cognitive theory of mass communication, *Media effects*, Routledgepp. 110-140, (2009).
7. Morgan, M. and Shanahan, J. Growing up with television: Cultivation processes, *Media effects*, Routledgepp. 50-65, (2009).
8. Tiggemann, M. Sociocultural perspectives on human appearance and body image, (2011).
9. Thompson, J.K., Heinberg, L.J., Altabe, M. and Tantleff-Dunn, S. Exacting beauty: Theory, assessment, and treatment of body image disturbance, American Psychological Association, (1999).

10. Thompson, J.K. and Smolak, L. Body image, eating disorders, and obesity in youth: Assessment, prevention, and treatment, Taylor & Francis, (2001).
11. Bell, B.T. and Dittmar, H. Does media type matter? The role of identification in adolescent girls' media consumption and the impact of different thin-ideal media on body image, *Sex roles*, **65** 478-490 (2011).
12. Homan, K., McHugh, E., Wells, D., Watson, C. and King, C. The effect of viewing ultra-fit images on college women's body dissatisfaction, *Body image*, **9**(1) 50-56 (2012).
13. Tiggemann, M., Polivy, J. and Hargreaves, D. The processing of thin ideals in fashion magazines: A source of social comparison or fantasy?, *Journal of Social and Clinical Psychology*, **28**(1) 73-93 (2009).
14. Botta, R.A. Television images and adolescent girls' body image disturbance, *J. Commun.*, **49**(2) 22-41 (1999).
15. Harrison, K. and Hefner, V. Media exposure, current and future body ideals, and disordered eating among preadolescent girls: A longitudinal panel study, *Journal of Youth and Adolescence*, **35** 146-156 (2006).
16. Levine, M.P. and Harrison, K. Effects of media on eating disorders and body image, *Media effects*, Routledgepp. 506-532, (2009).
17. Dill, K.E. The oxford handbook of media psychology, Oxford University Press, USA, (2013).
18. Grabe, S., Ward, L.M. and Hyde, J.S. The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies, *Psychol. Bull.*, **134**(3) 460 (2008).
19. Groesz, L.M., Levine, M.P. and Murnen, S.K. The effect of experimental presentation of thin media images on body satisfaction: A meta-analytic review, *International Journal of eating disorders*, **31**(1) 1-16 (2002).
20. Cash, T.F. and Smolak, L. Body image: A handbook of science, practice, and prevention, Guilford press, (2011).
21. Holmstrom, A.J. The effects of the media on body image: A meta-analysis, *Journal of Broadcasting & Electronic Media*, **48**(2) 196-217 (2004).
22. Tiggemann, M. The status of media effects on body image research: Commentary on articles in the themed issue on body image and media, Taylor & Francis, pp. 127-133 (2014).
23. Schroeder, C.M. and Prentice, D.A. Exposing pluralistic ignorance to reduce alcohol use among college students 1, *Journal of Applied Social Psychology*, **28**(23) 2150-2180 (1998).
24. Jago, R., Page, A., Froberg, K., Sardinha, L.B., Klasson-Heggebø, L. and Andersen, L.B. Screen-viewing and the home tv environment: The european youth heart study, *Preventive medicine*, **47**(5) 525-529 (2008).
25. Lenhart, A., Purcell, K., Smith, A. and Zickuhr, K. Social media and young adults—pew internet and life project. Pew research center, (2010).
26. Duggan, M. and Brenner, J. The demographics of social media users—2012. Pew research center: Internet, *Science & Tech: Washington, DC, USA*, (2013).
27. Levine, M.P. and Harrison, K. Media's role in the perpetuation and prevention of negative body image and disordered eating, in: J.K. Thompson (Ed.), *Handbook of eating disorders and obesity*, Wiley, Hoboken, NJ, pp. 695–717, (2004).
28. Davies, D. Child development: A practitioner's guide, Guilford Press, (2010).
29. Fredrickson, B.L. and Roberts, T.-A. Objectification theory: Toward understanding women's lived experiences and mental health risks, *Psychology of women quarterly*, **21**(2) 173-206 (1997).
30. Harriger, J.A., Calogero, R.M., Witherington, D.C. and Smith, J.E. Body size stereotyping and internalization of the thin ideal in preschool girls, *Sex Roles*, **63** 609-620 (2010).
31. Maccoby, E.E. The development of sex differences, (1966).
32. Erchull, M.J., Liss, M. and Lichiello, S. Extending the negative consequences of media internalization and self-objectification to dissociation and self-harm, *Sex roles*, **69** 583-593 (2013).
33. Dittmar, H., Halliwell, E. and Ive, S. Does barbie make girls want to be thin? The effect of experimental exposure to images of dolls on the body image of 5-to 8-year-old girls, *Dev. Psychol.*, **42**(2) 283 (2006).
34. Dittmar, H. How do “body perfect” ideals in the media have a negative impact on body image and behaviors? Factors and processes related to self and identity, *Journal of Social and Clinical Psychology*, **28**(1) 1-8 (2009).
35. Chrisler, J.C., Fung, K.T., Lopez, A.M. and Gorman, J.A. Suffering by comparison: Twitter users' reactions to the victoria's secret fashion show, *Body image*, **10**(4) 648-652 (2013).
36. Clinchy, B. and Norem, J.K. The gender and psychology reader, NYU Press, (1998).

37. Forbes, G.B., Jung, J., Vaamonde, J.D., Omar, A., Paris, L. and Formiga, N.S. Body dissatisfaction and disordered eating in three cultures: Argentina, Brazil, and the US, *Sex Roles*, **66** 677-694 (2012).
38. Fitzsimmons-Craft, E.E. and Bardone-Cone, A.M. Examining prospective mediation models of body surveillance, trait anxiety, and body dissatisfaction in African American and Caucasian college women, *Sex Roles*, **67** 187-200 (2012).
39. Mellor, D., Waterhouse, M., bt Mamat, N.H., Xu, X., Cochrane, J., McCabe, M. and Ricciardelli, L. Which body features are associated with female adolescents' body dissatisfaction? A cross-cultural study in Australia, China and Malaysia, *Body Image*, **10**(1) 54-61 (2013).
40. Botta, R.A. The mirror of television: A comparison of black and white adolescents' body image, *J. Commun.*, **50**(3) 144-159 (2000).
41. Gillen, M.M. and Lefkowitz, E.S. Gender and racial/ethnic differences in body image development among college students, *Body Image*, **9**(1) 126-130 (2012).
42. Franko, D.L., Coen, E.J., Roehrig, J.P., Rodgers, R.F., Jenkins, A., Lovering, M.E. and Cruz, S.D. Considering j. Lo and ugly Betty: A qualitative examination of risk factors and prevention targets for body dissatisfaction, eating disorders, and obesity in young Latina women, *Body Image*, **9**(3) 381-387 (2012).
43. Wertheim, E.H., Paxton, S.J. and Blaney, S. Body image in girls, in: L. Smolak, J.K. Thompson (Eds.), *Body image, eating disorders, and obesity in youth: Assessment, prevention, and treatment*, American Psychological Association, Washington, DC, pp. 47-76, (2009).
44. Yanover, T. and Thompson, J.K. Assessment of body image in children and adolescents, in: L. Smolak, J.K. Thompson (Eds.), *Body image, eating disorders, and obesity in youth: Assessment, prevention, and treatment*, American Psychological Association, Washington, DC, pp. 177-192, (2009).

استكشاف علاقة الهوية الذكورية والاستهلاك والإعلان: منظور البحث المرئي

إيمان جمال البدوي¹، زينب العزب عوض¹، مريم السيد عيدة¹، حسناء سليمان هنداوي¹، منة الله أشرف القرمانى¹، أحمد جمعه حسبو^{2*}
¹ جامعة بنها، كلية الفنون التطبيقية، قسم الإعلان والطباعة والنشر، بنها، مصر
² المركز القومي للبحوث (Scopus 60014618)، معهد بحوث وتكنولوجيا النسيج، قسم التحضيرات والتجهيزات للألياف السليلوزية، 33 شارع
 البحوث (شارع التحرير سابقاً)، الدقي، ص.ب. 12622، الجيزة، مصر

المستخلص:

من خلال تفسير طريقة بحث بصرية، يقوم هذا البحث بتنظير كيفية تفاعل هوية الذكورة مع الاستهلاك - للصور، والمنتجات، والرغبات، والشغف - في الإعلان وثقافة المستهلك. نحلل جسد الذكورة كـ "تأثير" مناقش تم إنشاؤه في تقاطع الاستهلاك و عدة خطابات تسويقية مثل الإعلان، توجيه السوق، والاتصال البصري، متوازنين بين استراتيجيات الماركة - ما ينويه المسوق - ومجتمع الماركة - الاستيلاء الحر على المعنى من قِبَل السوق. يكمن المساهمة التي يقدمها البحث في توسيع الأعمال السابقة في تمثيل الذكورة إلى نطاقات تاريخية وأنطولوجية وفوتوغرافية، وتوفير إضافة ضرورية بين فهم معنى الإعلان كما يقع ضمن استراتيجيات إدارية أو تدارك استجابة المستهلك بشكل كلي. نحجّب أن الوعي الأكبر بالروابط بين تقاليد وثقافة الصور وتأثيرها على إنتاج واستهلاك صور الإعلان يؤدي إلى تعزيز القدرة على فهم كيفية عمل الإعلان كنظام تمثيلي وممارسة دالة.

الكلمات المفتاحية: تأثير - طباعة - تقنيات - إعلانات