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RESEARCH ARTICLE

EVOLVING MASCULINITY: A STUDY OF BODY POSITIVITY IN MEN

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Abstract

If we are to understand why it is so rare and what the future holds, the topic of body positivity in males has evolved into a complex one that requires discussion. Men frequently encounter irrational expectations that result in body dissatisfaction and a low sense of self-worth in today's society, when media representations of the ideal male form and gender stereotypes predominate. The media's depiction of the ideal male body, which is characterized by muscular proportions and low body fat, is a major reason men are not positive about their bodies. These restrictive rules put pressure on men to conform, which can cause body dissatisfaction and a decrease in self-esteem. Furthermore, the traditional gender roles of men and women indicate the idea that men should be portrayed as strong, stoic, and emotionally controlled, which discourages open conversations about body image issues and the need for assistance. The psychological and mental toll it takes on a person can cause various issues in men, both physically and mentally. It may be caused by constant pressure to meet these standards. Feelings of inadequacy and dissatisfaction can also be a contributing factor. It can lead to chronic problems in life. The most important part of maintaining a healthy state of mind is managing these body image concerns. In men, there's a lot of ways to support positive body image. Through education and awareness programs, these programs challenge harmful beauty norms and promote positive body image. Resources and workshops to help men reject outdated ideas and accepting body positivity need to be provided by schools, organizations, and communities. It's critical that we dismantle obstacles when it comes to men's body image. The secret to building an environment where guys can talk about their issues and receive assistance without fear of judgment is to have open dialogues about topics like how they feel about their bodies and mental health. Social media can also be a useful tool for promoting campaigns that celebrate the diversity of people's bodies and for sharing fascinating tales that people can relate to.

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Introduction:-

In the realm of social media feeds, body positivity emerges as a fascinating, compelling, yet largely underexplored concept. While it garners numerous opinions and discussions, the core principles and values that underpin this movement often remain unexamined. Amidst the cacophony of online voices, a surprising number of individuals remain unaware of their significance in pop-cultural discourse. This paradoxical blend of fascination and obscurity

underscores the need for a more profound exploration of body positivity's foundations, shedding light on its potential to reshape societal standards and foster self-acceptance in the digital age. [Fig.1]. Body positivity is a social movement that advocates for people trying their level best to attain a healthy lifestyle while celebrating their bodies and dismantling the social constructs of certain beauty norms.

Body positivity is an evolving concept that has gained importance in the contemporary world by discussing topics surrounding self-image, self-worth, and societal beauty standards. It shows a fundamental shift in the way we perceive and embrace our bodies, transcending the constraints of conventional beauty norms and challenging the deeply ingrained notions of perfection represented by the media, fashion, and advertising industries. The phenomenon of body positivity is a beautiful and stunning assertion. The pressures of society are undermined, and the formation of a self-determined outlook on an individual's ideal shape, size, and appearance is reinforced.

For far too long, societal exceptions have revolved around conforming physical attributes that have been presented as the epitome of beauty. These ideals are often perpetuated through airbrushed magazine covers. Digitally altered images and the constant urge to attain physical perfection have resulted in a sense of inadequacy and self-doubt among individuals. The toll of this relentless pursuit of an idolized body can be seen in increasing rates of body dissatisfaction, eating disorders, and mental health issues.

By promoting the belief that everybody is attractive regardless of its size, shape, or appearance, body positivity opposes this harmful narrative. It inspires people to enjoy their bodies as expressions of self-acceptance that go beyond their physical characteristics. Body positivity gives a refreshing and inclusive perspective in a world where pressure to adhere to a particular beauty standard has been unrelenting. The significance of body positivity also extends to a more inclusive and equitable society. It promotes diversity and representation on many platforms by questioning norms. This not only helps people understand who they are in the world, but it also promotes inclusivity and acceptance of people of all body sizes and racial origins.

Additionally, body acceptance is a widespread movement. It promotes candid discussions regarding one's self-image, mental health, and how society's standards affect different people. These types of discussions give people a forum to discuss their experiences and refute damaging narratives that have persisted for a very long time.

The growing focus on body positivity in men is an important and immediate topic since it addresses an urgent issue that has a broad impact and represents substantial changes in our culture's conceptions of gender equality, self-worth, and attractiveness. Society has historically placed much emphasis on how both men and women should appear. Men, like women, have been subjected to an onslaught of media representations of "ideal" bodies that frequently show muscular and flawlessly toned physiques. These pictures set unrealistic expectations, which might result in body dissatisfaction and low self-esteem. It was originally widely believed that women experienced body image issues to a greater extent than males.

But this knowledge is developing. Men can have trouble with their bodies and are under a lot of pressure to conform to certain ideals. They might experience pressure to gain more muscle, drop weight, or change their look in order to fit these expectations. This pressure may cause them to worry, feel hopeless, or feel inadequate, all of which can have a detrimental effect on their mental health. When someone has body dysmorphia in men, also known as "body dysmorphic disorder" or BDD, they compulsively focus on perceived flaws or defects in their looks, even if they are insignificant or don't exist.

These obsessions can cause significant distress and lead to a preoccupation with changing or hiding their appearance. In men, this might involve concerns about muscle size, hair loss, or other physical attributes. BDD can have an effect on daily living, self-esteem, and mental health. It's critical for people who are experiencing these emotions to get therapy and assistance from mental health specialists. Men are also afflicted by body dysmorphic disorder (BDD), which causes severe anxiety as a result of perceived flaws or abnormalities in their appearance, frequently fixating on muscles, hair, or skin. Understanding how BDD affects men and offering them the right mental health care are essential for assisting them in overcoming these upsetting body image issues and enhancing their general wellbeing.

Men need to be encouraged to embrace their bodies because doing so acknowledges that everyone, regardless of gender, has a right to feel good about themselves.

It's about rejecting negative cultural expectations and recognizing the variety of human bodies. It also involves admitting that it might be challenging for men to publicly express their body image difficulties because of the traditional idea of masculinity, which frequently stresses emotional stoicism and physical power.

Additionally, tackling body positivity among men is consistent with the larger fight for gender equality. It is important to make sure that both men and women are free to determine their own worth and identity, regardless of how they appear.

By tackling this problem, we move closer to establishing a more accepting and kind society in which each person's experiences and body are acknowledged and appreciated. Society's perceptions of what makes a man physically appealing have evolved significantly over time. When it comes to altering masculinity and body positivity, men confront several challenges. Due to the pressure they feel to uphold the standards of toughness, they may be unwilling to seek treatment for mental health issues or to admit their vulnerabilities. Furthermore, these problems are frequently stigmatized, which can lead males to feel alone. We must foster a more accepting atmosphere where guys feel at ease discussing their experiences and expressing their feelings in order to solve these issues. We must also dispel inaccurate ideas about masculinity. We hope to become a society where all the bodies are appreciated and celebrated. We hope the findings we preach through this paper about heightened body concerns in men can be solved and dissatisfaction in one's body becomes a distant thought.

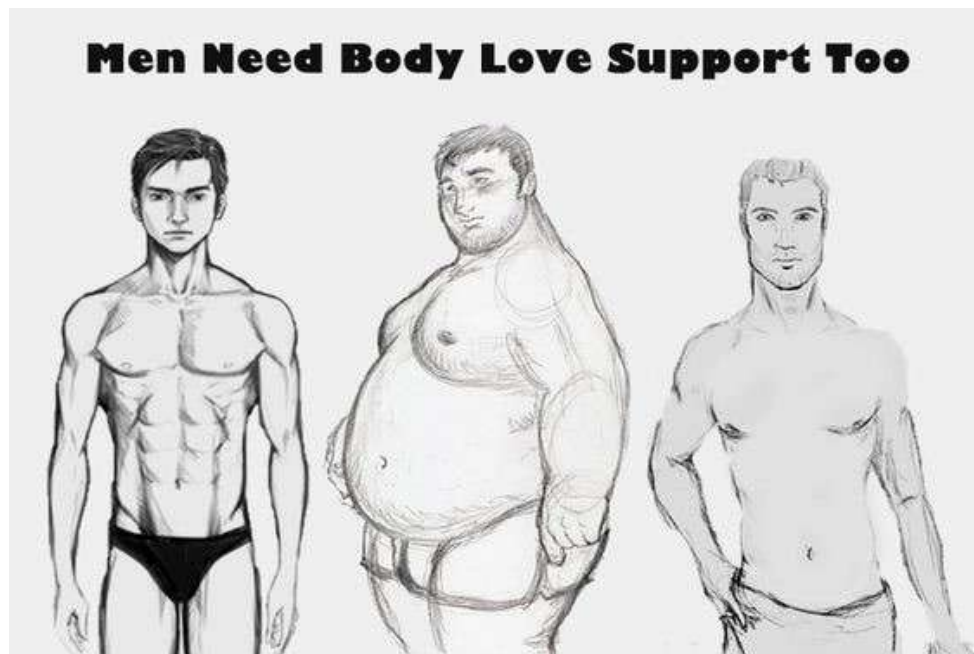


Fig 1:- Celebration of different bodies in men.

History

The movement to promote the acceptance of larger body sizes, initially called the Fat Acceptance Movement, started in New York City in the late 1960s. When the National Association to Advance Fat Acceptance (NAAFA) was founded, it helped spark a broader movement known as "fat liberation." The main idea behind this movement was that society should change its views and attitudes toward larger bodies rather than expecting individuals to change themselves. This principle, which is about changing society rather than trying to change our bodies, is still a key aspect of the body positivity movement we see today, even though the term "body positive" didn't exist back then.

Over time, the Fat Liberation Movement expanded beyond New York and the United States, making its way to major cities like London. In the 1980s, the London Fat Women's Group was established, becoming the first group in the UK dedicated to addressing discrimination against larger women. This marked the end of the initial phase of fat activism.

Around the late 1970s and early 1980s, author Carole Shaw introduced the term 'Big Beautiful Woman' (BBW). She later launched a fashion magazine with the same name, making it the first of its kind aimed at plus-size women. This

development was significant as it provided representation and fashion content for a demographic that had been largely overlooked in mainstream media and the fashion industries.

In recent years, the body positivity movement has thrived on social media, notably Instagram, spreading the message of self-love and acceptance. Various hashtags like #BodiPosi, #BoPo, #CelebrateMySize, and #PlusSize have gained popularity, reaching a global audience. Notable figures like Lizzo, Essie Dennis, and Precious Lee have embraced body positivity, challenging traditional beauty standards. While the movement initially focused on accepting larger bodies and fat activism, it has evolved into a platform for self-expression and empowerment. However, some argue that it's been taken over by slimmer, whiter individuals, missing its original purpose. Nevertheless, it continues to challenge perceptions and promote diversity in mainstream media and society. (Hayden, J. (2022) The history of body positivity for men has been historically underrepresented and less documented compared to the broader body positivity movement focused on women. While discussions around body image have predominantly centred on women, men have also faced societal pressures and body ideals that have evolved over time.

Broadly speaking, the movement hasn't achieved much momentum, scale, or urgency. Men's bodies are rarely the focus of social media debates or on the tips of tongues at fashion weeks, and that pool of bigger models hasn't really grown. Plus, with the notable recent exception of Rihanna's Savage x Fenty underwear line (which featured heavyset model Steven G in size 2XL boxer briefs), premium brands are yet to show interest in larger men. (Waters, 2020)

Throughout history, the idea of the "perfect" male body has undergone significant changes, reflecting cultural trends, status, and even the availability of food. These shifts highlight the arbitrary nature of society's perception of an ideal body shape.

1. Ancient Greece (800 BC–146 BC): In ancient Greece, the ideal male body was depicted as muscular, thin-waisted, and lean. However, achieving such a physique was nearly impossible for the average person. Long, well-kept hair symbolized wealth and power.
2. The Elizabethan Age (1558–1603): In England during Queen Elizabeth I's reign, the focus shifted from chiseled abs to powerful legs, shapely thighs, and strong calves as the epitome of manliness. Men sported long, curly hair.
3. The Gilded Age (late 1800s–early 1900s): Economic success and affluence became linked to a wide waist, a generously-sized stomach, and an ample frame. This body ideal embraced a fuller figure, particularly in the United States, where "fat men's clubs" emerged. Short, neatly trimmed hair was preferred.
4. The Golden Age of Hollywood (1920s–1950s): The film industry necessitated actors to be athletic, lean, and clean-cut. Hollywood icons like Cary Grant set the trend for a short to medium taper haircut.
5. The Age of Counterculture (Mid- 1960s–1970s): Counterculture icons like The Beatles and David Bowie popularized a slender, almost androgynous ideal. Muscle tone became less relevant, and hairstyles ranged from mop-tops to longer cuts and afros.
6. The Decade of the Bodybuilder (1980s): The 1980s brought a shift towards larger, bulked-up, muscular bodies, epitomized by figures like Arnold Schwarzenegger. The mullet haircut gained popularity.
7. The Rise of the Millennial (1990s– 2000s): Athletic and muscular bodies remained desirable but were less extreme than in the 1980s. The ideal hairstyle evolved from frosted tips to buzzcuts and quiffs.
8. The Age of the 'Dad Bod' (2015– Present): Emerging in the mid- 2010s, the 'dad bod' ideal rebels against the overly chiseled image. It represents a more attainable and healthier body image. Chris Pratt and others championed this concept, and the classic faded crew cut became a staple hairstyle.

These shifts in male body ideals underscore the ever-changing nature of societal beauty standards, emphasizing that there is no one-size-fits-all definition of an ideal male body. What is considered attractive and desirable has evolved significantly over time, demonstrating the influence of culture and perceptions on these ideals. (Kanani, 2023)

Method:-

In conducting a research paper on "Evolving Masculinity: A Study of Body Positivity in Men," it's important to employ a research methodology that allows for a thorough exploration of the topic. A mixed-methods approach, which combines both quantitative and qualitative research methods, is often the most effective way to gain a comprehensive understanding of complex social phenomena like masculinity and body positivity in men.

Secondary Research**Literature Review:-**

To provide a comprehensive overview of existing research, theories, and concepts related to masculinity, body image, and body positivity in men. This step helps establish the theoretical framework and identify gaps in the current literature. Conduct a thorough review of academic articles, books, reports, and relevant sources to compile a body of literature that informs your research questions and objectives.

Primary Research Surveys (Quantitative):

To collect structured data on men's perceptions, experiences, and attitudes towards masculinity and body positivity. We develop a survey or questionnaire with closed-ended questions that can be distributed to a diverse sample of men. Ensure the questions are designed to measure key variables, such as body image, self-esteem, and attitudes toward masculinity. Use scales and Likert-type questions for quantitative analysis.

Interviews (Qualitative):

To gain a deeper understanding of men's personal experiences, challenges, and coping mechanisms related to masculinity and body positivity. Conduct semi-structured interviews with a select group of participants. Develop an interview guide with open-ended questions to encourage participants to share their narratives and insights.

Participants

The participants hail mostly from metropolitan cities; their ages ranged from 18 to 34. Age, exercises to improve physical appearance, and self-identified sex orientation. These sampling techniques ensured that "information-rich" cases were selected (Patton, 1990) and allowed for as broad a range of information as possible.

Materials:-

Participants were uniformly presented with a consistent set of open-ended questions aimed at extracting their perspectives on the portrayal of men in media, societal norms and behaviours, self-esteem challenges, and a range of other related topics. These questions were designed to uncover whether these aspects have had any impact or sway on their own thoughts and actions. The study employed both surveys and interviews as data collection methods, serving as vital tools to delve into the subject matter and facilitate comprehensive research.

Procedure:-

The participants in this study were drawn from metropolitan areas, ensuring a diverse urban representation. It was made clear to all participants that they had the option to refrain from answering any specific questions if they felt uncomfortable and that they could terminate the interview at any point if they so desired. Informed consent was diligently obtained from each participant to ensure their willingness and understanding of the study's objectives and procedures. Participants were carefully paired based on age group, sexual orientation, and exercise habits, among other factors. Interviews lasted 20 to 25 minutes each, during which questions served only as an interview guide. As a result, the study's findings were generated organically from the unscripted discussions and dialogues with the participants.

Data Analysis

The results presented reveal that the prevalence of body image issues in men and influence of the media plays a vital role. Interviews and surveys were the primary data collection methods to find about the topic of my research paper. Sampling was also one of the data collection methods. We have used bar graphs, pie charts and etc. to analyze the data. This is called statistical analysis. Clearly, our findings suggest that there were indications of low self-esteem, the presence of body dysmorphia, not consulting a medical professional, and the perception and influence of the media.

The first conclusion that has been drawn is that participants were comfortable discussing their body image-related issues with their family and friends. The friends were the highlighted option for the participants to discuss their issues. 50% of them were comfortable discussing the issues which highlighted the broad-mindedness of their peers, and hailing from metropolitan cities, 28% were not as shown in [Fig 2].

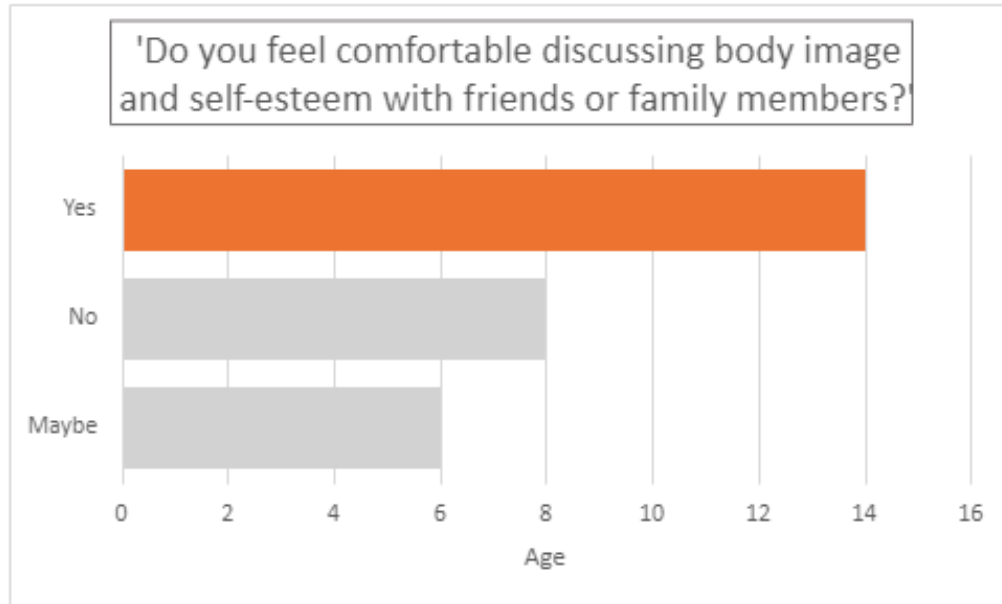


Fig 2:- Openness among the peers regarding self-esteem issues.

When it comes to self-esteem ratings, over 20% of the participants reported high levels, while approximately 40% indicated moderate self-esteem levels. The remaining 40% expressed experiencing low self-esteem issues.

Mental health issues have always been a stigma in our society, and this was also further conformed through my analysis, as 95% of them were not seeking professional help, even with the presence of high self-esteem issues. Only a small sample of people were seeking professional help. The influence of media and its perception has ruined the mental and physical health of men by promoting unhealthy beauty norms, which can be seen as 64% of men found media images to be influential at high extent; only 36% were not affected and founded to be satisfied or neutral. [Fig 3]

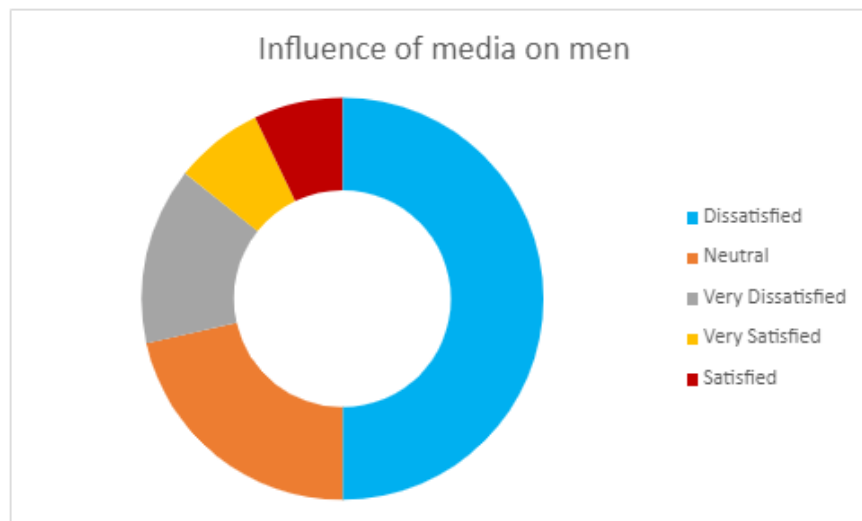


Fig 3:- Influence and perception of media on men.

Clearly, our findings do not indicate that these individuals suffer from body dysmorphic disorder (no formal BDD evaluation was conducted). However, 75% of them claimed not to have a disorder, still reflecting high self-esteem issues; 25% agreed and even went the further step to seek professional help.

Engagement in physical activities is a choice that dictates your body shape and various other factors dependent on it. 40% of the participants were highly engaged in intense physical activities 20% of them Engaged sometimes, while the

rest were rarely or never. One of the factors judged was their physical appearance and their confidence levels. 25% of them were highly confident and highly satisfied with their physical appearance; 50% were moderately confident and relatively satisfied other 25% were display lowest level of confidence and were thoroughly dissatisfied with their physical appearance. The societal standards are ridiculous, and the level of expectation to conform to them is a blasphemy to society, especially in the case of men. Through our research, we can confirm that 60% of men have felt shackled by the expectations of society and its adherence to it the remaining 40% do not feel the pressure. We can all confirm that somewhere in our lifetimes we have been subjected to passive aggressive comments by our peers, relatives, and sometimes even strangers, and it is expected of us to take them in a playful way and not realizing the damage to one's mental health. In our research, the societal jibes were found to be more common in childhood through adulthood; 72% were highly influenced, resulting in high self-esteem issues, and 28% of them did not care. Comparison is a common trait in our societies, which most of the time have proven to be harmful. Body comparison is one of them and also one of the parameters we asked, and the results displayed that more than 40% were comparing their bodies with their peers or the heroes played in movies and series, while the rest of the percentage rakes in sometimes, rarely, and never. This reinforces the need to extend the knowledge of body positivity in an overall sense, and the exclusion of men's bodies must also be treated as an immediate inclusion.

Result:-

The results of our research shed light on the prevalence of body image issues in men and the significant influence of media in shaping their perceptions. Through interviews, surveys, and statistical analysis, several key findings emerged. Firstly, participants displayed a notable willingness to discuss their body image concerns with family and friends, with friends being the preferred choice for half of the respondents. This highlights the open-mindedness of peers, particularly those from metropolitan areas. However, 28% still faced discomfort discussing these issues, indicating the existence of barriers to communication.

Participants' predictions of their own levels of self-esteem varied, with more than 20% reporting high levels, 40% showing intermediate levels, and the other 40% struggling with low self-esteem concerns. The refusal to seek professional assistance for mental health problems, despite the presence of severe self-esteem problems, was a worrisome finding. A staggering 95% chose not to consult a medical professional, emphasizing the persistent stigma surrounding mental health concerns. Media's influence emerged as a significant factor in negatively affecting both mental and physical health, with 64% of men acknowledging its high impact. This highlights the role of media in promoting unhealthy beauty norms, affecting a substantial portion of the participants. While our findings do not diagnose individuals with body dysmorphic disorder, 75% of respondents claimed not to have the disorder yet still exhibited high self-esteem issues, while 25% acknowledged its presence and sought professional assistance. Engagement in physical activities appeared to influence body shape and confidence levels, with 40% highly engaged in intense physical activities. However, societal standards were perceived as burdensome by 60% of the participants, emphasizing the pressure men feel to conform to unrealistic expectations. Moreover, passive-aggressive comments, often normalized as playful banter, had a substantial impact on mental health, particularly during childhood and adulthood, with 72% being significantly influenced. Body comparison was another prevalent behaviour, with over 40% comparing their bodies to peers or media figures. These findings underscore the urgent need to broaden the discourse on body positivity, ensuring the inclusion of men's bodies as a vital aspect of this conversation.

Discussion:-

The purpose of this study was to examine the complex interplay between masculinity, body image, self-esteem issues, media influence among men, etc. The findings not only underscore the prevalence of body image issues but shed light on the urgent need for an inclusive and open discussion about it. The hypothesis states that exposure to body idealistic images and ridiculous societal body standards have a highly negative effect on self-esteem and body image which was highly supported by our findings. Our result shows that participants were comfortable to engage in conversation about body concerns among peers this leads to fostering a healthy understanding of our main issue and must work towards breaking these barriers, encouraging more open dialogue. One of the most concerning findings was the reluctance of men to seek professional help, despite the presence of high self-esteem issues. This highlights the persistent stigma surrounding mental health concerns in our society.

It is crucial to address and create a safe space where men can feel comfortable seeking help and support whenever needed, and this should be normalized. Perhaps our most interesting findings with the respect to men's perception of the media are the selective attention paid to the diverse body images presented by the media and its subsequent influence.

The media's involvement in creating unattainable beauty standards is highlighted by the fact that majority of the participants in our study acknowledged its significant effect, thus also leading to be a potential cause of a sense of inadequacy. In order to move away from preconceived notions and its damaging effects, the media houses and advertisement companies take responsibility for promoting a more diverse and inclusive representation of men's body by moving away from harmful stereotypes. For example, kudos can be given to Rihanna's Fenty brand for including diverse body images. This is a small step towards the empowerment and celebration of different bodies. In addition to the main findings, results have indicated that lower levels of self-esteem are related to the high presence of BDD, even in the absence of a formal diagnose is a cause of concern. It appears that the majority struggle within their self-image issues without necessarily realizing it. It is crucial to raise awareness and educate people about the BDD so that those who requires assistance can get it and cannot be treated as a hush-hush topic.

A big problem is the pressure to live up to social expectations and its conformation to a significant issue. The stringent ideals of masculinity shouldn't be placed on men for the purpose of promoting self-acceptance, and a more inclusive and diverse notion of masculinity and related help spaces must be promoted. All men reported some degree of self-comparison with images portrayed in the media; however, not every man reported negative consequences in response to the self-comparison.

It is important to recognize the impact of passive aggression and body comparison. It is crucial for society to acknowledge the hurt that such remarks do and move towards a kind and accepting culture.

In summary, our results and findings revealed that body perception has objective indicators. It's to further understand the factors that are associated with body dissatisfaction. It highlighted the prevalence of body image problems, the impact of the media, societal standards, etc.

We hope to build a society that reinforces everyone regardless of gender to feel comfortable in their own bodies and experience improved mental health and emotional well-being by addressing concerns and encouraging open dialogue about the topic in pop culture discourse.

Limitations

One always regrets the questions one did not pose to the participants after the fact, as with every study. There were a few times during the transcription, reflection, and analysis of the opinion surveys where a deeper investigation of these problems would have produced richer data. The risk of humiliation when discussing various body- and health-related topics. The openness and honesty of many of the participants' comments, however, suggested that this gender disparity had an effect on the conversations. Finally, it is necessary to provide a comment on the sample size, sampling methods, and qualitative approach.

1. **Sampling Limitations:** Self-selected participants could not accurately reflect the male population as a whole. As a result, not all males may be affected by the findings, especially those who have had varied body image experiences.
2. **Self-Report Bias:** Self-reports from questionnaires and interviews were used in the study. This approach is vulnerable to self-report bias, as participants may give answers that are socially acceptable or underreport delicate issues, including body image. The reliability and accuracy of the findings may be impacted by this.
3. **Limited Generalizability:** Due to convenience sampling and a specific focus on body positivity in men, the findings may have limited generalizability. They might not capture the full diversity of men's experiences and attitudes toward body positivity.
4. **Limited Cultural and Geographic Scope:** The study primarily focused on body positivity in men within a specific cultural context. This may not account for cultural variations in body image ideals and attitudes. The findings might not apply to men from diverse cultural backgrounds.
5. **Qualitative Data Interpretation:** It might be subjective and based on the researcher's perspective to interpret qualitative data from interviews. Qualitative analysis may still be influenced by researcher bias despite efforts to assure neutrality.
6. **Non-Exhaustive Scope:** The paper primarily explored body positivity in relation to masculinity. It did not delve into other factors that could influence body image, such as socioeconomic status, sexual orientation, or disability. These variables could have additional nuances worth investigating.

Challenges

1. **Stigma and Silence:** Men often face stigma and societal pressure to remain silent about their body image concerns. Overcoming this silence and encouraging men to open up about their experiences can be challenging.
2. **Limited Data:** Compared to research on women's body image, there is relatively limited data on men. Gathering comprehensive and representative data can be challenging due to this scarcity.
3. **Diverse Experiences:** Men's experiences with body positivity vary greatly. Understanding and capturing this diversity in research can be challenging because there is no one-size-fits-all approach.
4. **Cultural Variation:** Cultural norms and expectations related to body image differ across regions and communities. Research needs to account for these variations to avoid generalizing experiences.
5. **Social Media Influence:** The influence of social media on body image is complex. It can both promote and hinder body positivity. Navigating this complexity in research is a challenge.
6. **Long-Term Effects:** Understanding the long-term effects of body positivity interventions and whether they persist over time is challenging, as it requires extended research periods.

Myths

1. **Men Don't Care About Body Image:** It's a frequent misconception that males are unaffected by problems with body image. In reality, a lot of men do care about their bodies and have body-related issues; it's just not highlighted enough in our society.
2. **Body Positivity is Only for Women:** Although body positivity is frequently associated with women, it is also pertinent to and beneficial to men. The understanding of the general applicability of body positivity is constrained by this fallacy.

Muscles Equal Happiness:

Another urban legend holds that being physically fit and having muscles make you happy. Reality: More than only physical beauty, a variety of elements affect one's level of pleasure and wellbeing.

1. **Only Women Are Affected by Media:** It is a fallacy that media only has an impact on women's body image. Media representations of the ideal male body have an impact on men as well.
2. **Body Positivity Promotes Unhealthy Lifestyles:** Some people incorrectly think that body positivity promotes unhealthy habits. In reality, it encourages acceptance of oneself, which can result in more positive attitudes toward oneself and others.
3. **Men Should Be Tough:** It's dangerous to believe that men should be emotionally apathetic and avoid talking about body image problems. It prevents candid discussions about mental health and accepting oneself.

Addressing these challenges and dispelling these myths is essential for promoting a more inclusive and informed approach to body positivity in men.

Future Scope

Our research article, "Evolving Masculinity: A Study of Body Positivity in Men," aims to investigate and provide light on the feelings, perspectives, and difficulties that men have with regard to body positivity. We hope to significantly advance a field that has traditionally concentrated on concerns related to women's body image. We deepen our understanding of body positivity by examining how guys manage these challenges, bringing light on a neglected facet of this developing idea. This study adds to the growing body of knowledge surrounding body positivity, which has garnered increased importance in recent years. It champions the idea of embracing one's body as it is, irrespective of societal pressures or beauty standards. Our particular interest lies in understanding how this movement relates to men and how it is shaping their perceptions of masculinity.

Our research has honed in on specific aspects of body positivity in men:

1. **Body Image Perception:** We explore how guys view their bodies and how cultural ideals affect how they see themselves. This involves looking at how they present themselves in relation to these standards and whether they feel pressure to adhere to particular body standards.
2. **Media Influence:** We scrutinize the impact of media representations of the "ideal" male body on men's self-esteem and body image. This encompasses an investigation into whether images of muscular and toned men in the media and on social platforms influence men's self-perceptions.
3. **Traditional Masculinity:** We explore the interplay between traditional ideals of masculinity and men's willingness to engage in discussions about body image. This aspect examines whether societal expectations of

emotional stoicism and physical strength hinder open conversations about body positivity.

4. **Coping Mechanisms:** We are interested in the techniques that men use to maintain a positive body image or to deal with issues relating to body image. The practical strategies that men employ in their daily lives are explored in this area.
5. **Impact on Mental Health:** In this section, we examine the impact that body image issues have on men's mental health and general wellbeing. Investigating if these worries are a factor in problems like anxiety, sadness, or low self-esteem is part of this.
6. **Changing Perceptions:** We want to comprehend how ideas about masculinity and body positivity have changed over time. This feature investigates whether modern males are less pressured to adhere to traditional norms or whether they are more accepting of a variety of body shapes.

Future Direction

Building upon our current research, future studies could explore the following directions:

1. **Longitudinal Studies:** This research would offer a more thorough knowledge of how body positivity changes in men's lives over time, tracking changes as individuals age and as cultural expectations alter.
2. **Comparative Cultural Studies:** Cross-cultural research might examine how men's body positivity varies across other cultures and locations, offering information on the influence of cultural context on ideas of masculinity and how people perceive their bodies.
3. **Generational Studies:** By concentrating on generational studies, it may be possible to identify generational changes in attitudes toward masculinity and body positivity, providing insights into how cultural norms have changed through time.
4. **Intersectional approaches:** Examining how body positivity intersects with issues of identity like ethnicity, sexual orientation, and disability may help us understand the experiences of males in a more nuanced way.
5. **Interventions and Education:** Strategies to promote positive body image in a variety of demographics may be informed by evaluating the success of interventions and educational initiatives in promoting body positivity in males.
6. **Social Media and Technology:** Researching how social media and new technology affect men's opinions of their bodies may shed light on how the internet affects body positivity.
7. **Mental Health and Body Positive:** Studies might look at the long-term effects of body positivity on mental health to see if it lowers vulnerability to mental health problems.
8. **Masculinity Redefined:** Examining how body positivity contributes to redefining masculinity standards may offer insights into how men are changing in terms of how they view themselves.

Conclusion:-

In conclusion, our study delved into the intricate relationship between masculinity, body image, self-esteem, and media influence among men, shedding light on several critical findings. The prevalence of body image issues among men cannot be denied, with a significant impact stemming from societal standards and media portrayals of idealized bodies. Our results emphasize the urgent need for inclusive and open discussions about body positivity, dismantling stereotypes, and creating spaces where men feel comfortable seeking professional help for mental health concerns without stigma.

This stresses the importance of a fashion brand's responsibility. Frequent exposure to social media and internet usage allows comparison with others, and respective media houses must acknowledge their responsibility with regard to men's mental health.

Our findings reveal that men tend to grapple with issues like low self-esteem, psychosocial behaviours, toxic body standards, and changing their lifestyles due to the pressure of peers and societal standards.

While our study had limitations, including self-selection bias and a limited cultural scope, it provides a valuable foundation for future research and calls for a broader societal dialogue on body positivity. We hope to create campaigns, discussions, and awareness, among others, in relation to this topic. Ultimately, the goal is to create a society where all individuals, regardless of gender, feel comfortable and accepted in their own bodies, promoting improved mental health and emotional well-being for everyone.

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