The Motives of Social interest in the body Cosmetic operations for Saudi women's as a model

Abstract

This study The Motives of Social interest in the body Cosmetic operations for Saudi women’s as a model for the following objectives: Knowledge of the self, social and cultural motives of interest in the community awareness of the body, through the process of cosmetic surgery, and whether the body has become an identity for self-expression, improving social relations, knowing the impact of media and cultural openness in developing this interest, as well as the effect of attractive offers by cosmetic clinics in shaping these motives The study was applied in private medical beauty centers. The study used the social survey method by sample. The questionnaire was applied to a random sample of 611 Saudi women who underwent cosmetic surgery. Study tools in the interpretation of this phenomenon started From a theoretical framework based on the theory of the modern world Pierre Bourdieu Symbolic violence - the haptus - and the social field - and the theory of theatrical representation of the world Irving Goffman, and The Theory of Tradition and Learning Gabriel Tard. The statistical analysis method (SPSS) was used for the data collected. The study reached a number of results, which was the most important: of which is that the body is one of the basic expressive tools for self-identity and improvement of social interest in the body in Saudi society, The results also showed that electronic techniques and social media are among the tools of knowledge and awareness that broadcast information about the body is a symbol of symbolic violence to entice women to beautify, and the soft force, through offers and discounts. The study indicated a clear impact of media and cultural openness in developing this interest, as well as the effect of attractive offers by cosmetic clinics in shaping these motives.

Method of social survey by sample

The data was taken from Saudi women who underwent cosmetic surgery, and the sampling was done by SPSS, and the data was analyzed statistically using the SPSS program. The study concluded that the body is one of the basic tools for self-identity and social interest in the body in Saudi society, and electronic techniques and social media are among the tools for knowledge and awareness that broadcast information about the body is a symbol of symbolic violence to entice women to beautify, and the soft force, through offers and discounts.

Key words: Body, Beauty, Saudi women, Beauty centers.