Group 32

Anorexia in Europe - Changes in Society in West and East

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Section I

Chapter 1 Project Introduction

1.1.1 Introduction

For most of us, the acceptance of eating is a natural part of our daily routine, however there were people during history and there still are those who dismissed this common social norm. Society's sense about fasting is strongly based on what moral standards and point of view the current authority has and what image the media broadcasts in connection with this disorder.

The presence of self-starvation has always been reported through history, even though it was very rare until the 20th century. Dieting and the consumption of low-fat food became popular in the 1970's, when obesity in the United States began to increase, therefore people commenced to be aware of what type of food they take in order to retain their healthy shape. (Deans, 2011)

In contrast, today there are numerous people suffer from eating disorders, as a result of the present-day's “ideal body”, which is a tall and slim figure. Thus, women and men both aim to be slim, and have a body, that society thinks is beautiful. Media has a large role in creating the “ideal body”, and in the present it advocates the thin figure. (Gehlin, 2008)

Anorexia nervosa, an eating disorder was first described by Richard Morton in 1689 as a “nervous consumption”, but it became a clinical diagnosis just in 1874. (Encyclopedia Britannica) Anorexic people are the individuals that turn to self-starvation in order to avoid gaining extra weight. They have constant and intense fear of gaining weight, and a distorted body image, according to which only ultra-slim bodies are beautiful. In their eyes their body is never thin enough, therefore they cannot see what the healthy limit of their diet would be. It almost seems like weight loss is the meaning of their lives, and they are ready to do anything to be as slim as possible.

As we can find it in The Gale Encyclopedia of Medicine, “Anorexia is a disorder of industrialized counties where food is abundant and the culture values thin”. Thus the presence of this disorder occur mostly in developed countries, where people do not have to struggle so as to get access to food.

According to the statistics, 95% of the anorectic people are in the age between 12 and 25 (Centre of
Mental Health Services). This data shows that, the endangered age group are mostly the teenagers, and the young adults, they tend to fall to anorexia mostly.

This age group can be influenced very easily by the media. 69% of girls from 5th-12th grade claimed that pictures from magazines have influenced their pictures about the perfect body shape (Levine, 1998).

In the past we can find examples where self-starvation was interpret as asceticism and people associate this action with holiness and self-sacrifice. Later anorexia was recognize as a symptom of hysteria which suggest that only women can suffer from it.

Nowadays we clarified that anorexia is a psychological disorder, during which anorexic people dismiss to eat appropriate amount of calories for the purpose to lose weight, since they see themselves overweight. Moreover, they feel the pressure to fit into the expected beauty image which was created by the media and society. In most cases, patients who suffer from anorexia, experience other mental disorders too, which render more difficult to cure them. High percentage of the people have been diagnosed with neurotic problems, including different disorders like phobias, anxiety disorders, affective disorders, obsessive-compulsive disorder (OCD), substance use disorders, and unspecified personality disorders (National Eating Disorders Association, 2006).

Besides the fact that anorexia is a mental illness which can correlate with genetic, we can interpret self-starvation as a rebellion against regimes and authority. With the dismissal of a basic social norm such as eating, the patient refuses to fit into the common shape and takes control over his or her body and action. This form of behaviour can be a part of a conscious political movement as well as a child’s rebellion against the parental authority or overprotection. Doctors are aware that anorexia is not only the problem of young women, but irrespectively of gender and age, most of the people still associate the notion of anorexia with teenage girls. The objectification and sexualisation of the female body has begun a long time ago and in the era of globalisation, it is difficult to avoid the image of commercialised diet and consumer body. For the generated image of media, women feel greater pressure to fit into the current beauty standards (Turner, 2008).

1.1.2 Problem Area

The overall idea of the project is to examine how has the European society's perception changed in the recent years. Several regulation and prevention has been introduced recently to stop the
glorification of anorexia and pathological thinness. Therefore we expect that the results of our analyses will show that people's awareness in connection with anorexia has increased. We also assume that more articles are written about the disorder in a new perspective or different angle than formerly. This case study is relevant in order that anorexia has become widespread in the modern, globalised societies. We get to know more and more about the disease and its symptoms, but we are still not paying enough attention to the influence of society. In turn how society perceive eating disorders have an impact on anorexic people.

We have chosen the United Kingdom and Hungary as the main focal point of our research and analyses. In the project we will examine data from both countries, however we are not attempting to put the main focus on the comparison of the countries, instead we use the impacts and results to provide broader image of the changes. The reason behind that we have specifically chosen these two countries is that we find it interesting to analyse a welfare state, where the treatment of the disease have started early and we also wanted to examine a country where the notion of anorexia was not so common in the past. Our choice of countries was also based on the fact that we wanted to work with researches in which we understand the language, for the reason it is significant to interpret our sources' content properly and precisely during the analyses process.

In the past 10 years, a lot of people, such as models, actresses, and everyday people have lost their lives due to the avocation of thin body. This trend was created by the media, and it has effect on almost everyone, since approximately every person can see the billboards, magazines, or the television. Recent actions have shown that the government has noticed the negative impact of fashion industries on citizens, therefore they created new laws in order to begin building a healthier body image, which would give society a better example about the “perfect body”.

1.1.3 Research Question

How has the European society’s perception on anorexia changed between 2005 and 2015?
Chapter 2 Historical Background

In the following section we will briefly go into the historical background of anorexia in Hungary and in the United Kingdom in order to understand how the illness and treatments were developed differently in a Central European and in a Western European country. It is important to see what has been done in the field of eating disorders in the past, to be able to interpret and analyse the changes which went through in the field of people's perception in the last 10 years.

1.2.1 Hungary

There are still a few literature and publication on eating disorders, which comes from Eastern or Central European countries, but the awareness of the anorexia shows a progress and more psychologists and psychiatrists have attended meetings to find new solutions and acquire a deeper understanding of the problem and its symptoms. The reason why there are only a few studies from this field in Hungary could be correlate not only with the fact that eating disorders are more widespread in the western part of Europe, but also the consequence of low psychological culture during the soviet occupation of Hungary, where people were encouraged to hide their psychiatric problems (Szumska et al. 2005). However after the change of the communist regime, Hungary has started to follow the footsteps of the Western countries. The globalization and consumerism brought the same sociocultural pressure of the perfect body image and the idea of glorified slenderness.

In Hungary, cases with people who suffered from anorexia have begun to appear from the 13th century. However, the first case report in connection with an anorexic woman was publicized in 1955, but at that time the medical public in Hungary was not aware of the psychological factors of eating disorders, therefore the report did not reveal acknowledgement about the patient's mental background and the author mentions the possibility of anorexia only in the footnote. In the 50's and 60's the conventional medication to cure patients was electro convulsive therapy and somatic treatment. In the 70's the phenomena of anorexia was generally accepted among the doctors and
several case reports. Reviews were also published, which provided a deeper understanding about the eating disorder (Szumska et al. 2005).

In 1988 the first Central-Eastern European epidemiological study on anorexia nervosa and bulimia nervosa was published in Hungary. The study was based on self-report questionnaires, which involved 3615 young women participants’ data between the ages from 15 to 24. According to the analyses, the overall prevalence of eating disorders was 3.01%, the point prevalence of anorexia was 0.03% and the prevalence of subclinical anorexia was 1.09% (Szumska et al. 2005).

In 1990 the first eating disorders unit was established to provide treatments for people based on an integrative approach. However, the section had limitation with only four inpatient bed, and after 2001 it was closed. Currently three inpatient units are available for the patients in Hungary. All of them are in the capital city, Budapest, and they offer treatment separately for children and adults.

In the year of 2005 the Hungarian Psychiatric Association formed a treatment network with the aim to extend the knowledge, do more research about eating disorders and stimulate the collaboration between psychologists and psychiatrists. The section involves 30 member who hold biennial events and meetings (Túry et al, 2010)

In 2009, a new survey which published data about anorexia in Hungary was publicized. The survey was based on a questionnaire that contained the General Health Questionnaire, the Eating Attitudes Test, the Eating Behaviour Severity Scale, and the Bulimia Cognitive Distortions Scale. The prevalence of anorexia was 0.5% in Hungary (Krizbai, Szabó, 2009), which means that the number of prevalence increased compared with the data from 1988.

In the present, treatments are commonly based on eclectic and multidisciplinary approaches. (Túry, 2010) The doctors also suggest for the patients to attend to any variant of psychotherapy, such as group therapy, family therapy, cognitive behavioural therapy or hypnotherapy, where they can find out the emotional and mental reasons behind their disease, and get appropriate support from a specialist (Túry, Pászthy, 2008, cited in Túry, 2010).
1.2.2 United Kingdom

If we search for eating disorders on the internet, we will find a mass amount of websites offering help. The biggest charity organization that is fighting against anorexia is B-eat (Beating Eating Disorders, https://www.b-eat.co.uk/) that was found in 1989. The aim of the organization is to change the way society thinks and talks about eating disorders, improve the services and treatments, and help people. This organization provides many information about eating disorders, it has message boards, online support groups, and helplines to be ready to help (B-eat). We can find not only this, but many other professional organizations similar to this in the United Kingdom.

In our project, beside others, we will analyse a world-wide famous magazine, Cosmopolitan, which was in charge to organize an eating disorders awareness week, being the media partner of B-eat. Their goal of the magazine was to draw more attention to EDNOS (Eating Disorder Not Otherwise Specified), which is a term to eating disorders that does not fit the criteria for anorexia or bulimia. (Cosmopolitan, 2014) According to the newspaper, 1.6 million people suffers from different kind of eating disorders, and half of these people have EDNOS. Doctors turn off people who are suffering from EDNOS, since they do not fulfil the criteria for anorexia and bulimia, therefore these people do not get treatment, or they do but only after their disease got worse.
Therefore Cosmopolitan wrote an open letter to doctors, and asked them not to send their patients away just because their symptoms did not match the diagnosis for anorexia or bulimia (Cosmopolitan, 2014).

There are many other organizations and charities like the above mentioned in the United Kingdom, therefore the awareness in the country is large.

In the old times, however, anorexia and anorexic people were not diagnosed as disorder and people with disorder. For instance, in 1860, there was a girl named Sarah Jacobs, who claimed that she does not need food to be alive. She gained more and more attention, and eventually she became famous by starving herself. Soon, her family formed her home into a circus-like atmosphere, where people came to see her, and they would gave her money. Until such time, when four nurses arrived from London to examine her, and find out the truth about her. They were watching her for days and nights, but after the sixth day, Sarah became visibly weaker, thus the nurses advised to let her eat, and let her be seen by a doctor, which things the father did not allow. Eventually, Sarah passed away ten days after the observation had started (J.R. Bemporad, 1995).

At that time, medical opinion “concluded that Sarah suffered from hysteria and her fasting was
perpetuated by her family’s attention and later by the public acclaim she received” (J.R. Bemporad, 1995). After the sad case, a mass amount of young girls started fasting in whole Great Britain (ibid, 1995).

In the 19th century, fasting as an attraction was popular, mostly amongst men. Some of these people were cheating, others died in this “profession”, in which they presented themselves as freaks in circuses. (ibid, 1995)

In the 20th century, anorexia nervosa was diagnosed in Britain among South Asian children. The disorder was believed to be related to the traditional cultural orientation, not to the westernization (Merry N. Miller and Andrés, 2001). Miller and Andrés argues that “several studies have examined the eating attitudes and behaviours of non-White minority populations living in Great Britain” (ibid, 2001). Thus, between 1960 and 1990, there was a 5.3% increment of eating disorders just in Scotland (ibid, 2001).

Section II

Chapter 3 Project Design

2.3.1 Literature Review

In this section we would like to present an overview about the selection of the main literature sources which we used during our project work. There are several different academic sources and studies which gather relevant information about the disease of anorexia, however there are a limited amount of source which concentrates on the society’s perception regarding anorectic women. We are also aware of the fact that despite the increasing number of patients, there are still very few written material from Central Europe about eating disorders. In our project we would like to outline how the point of view has changed on anorexia of the current society. For this purpose we will read online articles of magazines and newspapers, and examined the way they presented the disease. We will also observe the image of the current beauty standards. Besides that we will read several academic articles in connection with self-consciousness, social norms, culture and power relation on
eating disorders. We will also make a historical background search to get an idea about the steps which assisted to the development of the current attitude on self-starvation. We decided to use Foucault's theories with the main focus on governmentality and genealogy, for the reason with the help of these theories we can understand the interlink between changing ideas and political actions and also the changing perceptions and social norms.

The first book which we find important is The Body and Society: Explorations in Social Theory. The book was firstly published in 1984 by Bryen Turner. It provides us a great ontological grounding to the field of social theories. Turner mentions and discusses Foucauldian perspectives and the book was partly written as a reflection of Michel Foucault's work. The text of the book contains the Foucauldian perspective about medical practices. According to the book, every label of medical practices are the product of specific discourse and also correlate with the effect of power and knowledge, therefore they are not only statements of the disease, but became social categories. We find the book essential in the way it offers an overview of social changes and helps to understand the connection between illnesses, body and society.

Another publication which we find beneficial for our project work is Foucault, Health and Medicine. The book was published in 1997 edited by Alan R. Petersen, Robin Bunton. It includes different authors' studies in context with the field of health with their discussions and analyses of Foucault's sociological approaches. The book is a useful guidance for us, for the reason that we can observe how the authors interpret the concept of governmentality and genealogy through their analyses.

We also read academic articles in order to get a better understanding about Foucault. One of the most important from our research articles was Foucault, Governmentality, and Critique written by Thomas Lemke. He is critical about Étienne Balibar's observation in connection with Foucault. Marx. Lemke stated that Balibar forgot to take the important theoretical changes which happened in the works of Foucault under consideration, therefore he made false conclusion during his comparison of the two sociologists' approaches. The main concept of the article was to examine Foucault's idea about the 'art of government' in the connection of neoliberalism, therefore this source also assists to give us a broader angle of Foucault's works.
2.3.2 Theory Section

In the following chapter the theoretical framework of our project will be introduced, different theoretical concepts and their relevance to our analysis will be explained. They are significant so as to get a logical structure, however they also provide a specific point of view in connection to our topic, which can be used to help guide the process of the study and the interpretation of the data.

In this essay we would like to shed light on the perceptions which society has had from 2005 until 2015 regarding with women who are suffering from anorexia. For this we will use Foucault’s sociological concepts as a guideline for our analyses, which provide us a deeper understanding to the relation between power, perceptions, anorexia, society and the objectification of the self.

2.3.2.1 Governmentality

Governmentality is a concept coined by Foucault, which examine the link between technologies of domination and technologies of the self and includes the techniques and the structure how the government exerts an influence on citizens and take control over their decisions. Furthermore, it refers to the way how people govern their actions and bodies in a micro, individual level without the consciousness of influence (Lemke, 2002). Foucault's idea about governmentality according to Turner is a “paradigm for understanding the micro-processes of administration and control within which self-discipline and social regulation are integrated” which “provides an integrated theme that addressed the socio-political practices or technologies by which self-constructed through discipline” (Turner, 2008). The theory of governmentality is significant for our analyses in a way to understand how individuals govern themselves with the impact of authority and media, and how ideas changing during time with the physical action and control of ruling power.
Governmentality is interconnected with the rationality of politicians as their decision making is based on the idea of profit. Therefore the body and the mind of the population have become a governable subject in order to gain productivity. However, in this concept, governing people is not happening with violence or force. The governors do not let the people know directly that they are under control, but they develop techniques and strategies to reach to the point, where the individual modify himself, at first sight by his own will (Lemke, 2002).

The notion and acts that we consider bad or socially unacceptable is partly based on the favour of the ruling power (Lock et al, 2006). We can find examples for essential, stable moral standards throughout history, for instance killing an innocent child always counted as an unethical act, however we can see that our norms has changed. People rely on the current regime's operations and in that way they are able to manipulate people's perceptions by promoting diverse standards of judgement, punishing different actions and remunerating dissimilar behavioural forms.

2.3.2.2 Genealogy

To simplify the notion of genealogy, we can say that it is a specific form of history, which helps us to understand the correlation of knowledge, discourses and domain. We can also refer to it as the history of ideas. Foucault's concept of genealogy is to provide a perspective, which disclose the relation between historical events and origins. Furthermore, it is questioning their meaning and examine how people, as subjects, are created in discourses. Foucault scrutinized the link between the notion of society and individual, and examined their historical development. He stated that society is a modern category compared with the phenomena of individual, which exist from the beginning of human history (Sembou, 2011). The task of the process of genealogy is to provide a decipherment about humans' actions from the history. Having said that this is not an easy mission, we cannot rely on every statement and written source from the past. We can only conclude from the preserved sources which do not afford to see all perspectives of an event. However, with the examination of historical sources, we can reach a better overview of actions, and get a deeper understanding on which operations led to the socially accepted norms, perceptions and to the development of present.

We have chosen this theory, because we believe that society condemn fashion industries due to the
fact that in the past times, and in lots of places they still work with plenty of anorexic model, who in some cases die due to anorexia. Therefore the past has its impact on the present, through society’s previous experiences, which became memories by today. Thus, this theory can help us to find the answer to our research question. For example, if we would like to examine the French regulation in the fashion industry, which law was proposed in 2015, first, we would need to go back to the past, see what happened there and why. Then, we could understand the present, and the reason why was it necessary to enact this law.

2.3.2.3 Foucault About Self-Starvation

In connection with voluntary starvation, Foucault raised many different questions as: “Is self-starvation a problem? If so, whose problem? Are there conditions under which is rational to starve oneself? What if self-starvation is seen as a solution rather than a problem by the self-starver?” (Bunton, Petersen, 2002). During our analyses we would like to examine whose problem self-starvation is from the perspective of society. Do newspapers mediate that people who suffer from anorexia are responsible for their situation, or do they mention the role of the media, influence of celebrities and idols and other factors? Are they blaming the individual or the society? And how has the context about the illness has change during the last 10 years?

Foucault examined madness, illness and body with focusing on specific details of the discursive field. According to his concept, particular powers and processes are the product of historical moments and to understand how the present is govern we should look through the spectacular moments of the past. He analysed marginal groups from 17th century to understand self-starvation and the objectification of the body. In 1656 in Paris people discriminated others who had mental or physical deformation, thus prostitutes, vagabonds, needy citizens were excluded from the circle of mainstream culture and society. 'Ordinary' citizens created a point of view how to treat marginalized people and according to their beliefs they were not valuable human beings, but objects (Bunton, Petersen, 2002).
Foucault suggested the adoption of a de-centered approach, which is significant for understanding the individual identity and also the social formations. In this case the society and the individual members of the population can consist identities with mixed, paradoxical characteristics. Foucault also argued that there is no better way of being, because we have different way of living. Thus, everybody is equally important and there is no reason for judging another person because of his or her identity (Ibid, 2002).

2.3.3 Methodology

In order to find an answer how society’s perception has changed through the years since 2005 until 2015, we decided to use quantitative research so as to observe the changes in society through the media.

We will use both primary and secondary data in our project, as we will do our analyses from newspapers and websites, and at the same time we will write down data, which we will take from books.

We will select different kinds of magazines and newspapers, and look for articles which are related to anorexia. We will count how many articles can be found in the given magazines every year in 10 years period. We assume there will be magazines that will write about anorexia more times than what we could analyse, therefore if that case would occur, we will choose topics randomly from the given magazine, and only analyse those writings.

Later on, we will collect all our data, and organize them into graphs, which will aim to show the results clearly. We will represent the year, and the number of articles connected to them in every paragraph. In order to not to mix them, we will use different colours when analysing different magazines.

Beside the graphs, we are also planning to use tables to provide information about the main topics, in which anorexia occur. Thus to get knowledge about the content of the topics, we will need to read through each articles, organize them in different groups, and finally count them. By doing this, we will get a result that will show us in which condition do magazines use anorexia the most.

We will also contact different model agencies to look into the fashion industry as well. We will look
for information in both British and Hungarian model agencies. We are planning to call some of them, in order to get information about the essential sizes and height. In this way, we can examine the profile of the model company, see the development in the given countries and compare the two associated with the fashion industry in 2015.

By doing all these measurements and data collecting, we hope to find an answer if society has a different way of thinking about anorexia, and if the answer is yes, in what way. By analysing the model companies, we will get to know how developed the fashion manufactures are in the specific countries.

2.3.4 Limitations

We will work with two theory from Foucault: governmentality and genealogy. We could have chosen his other well-known theory, technology of the self, but we have decided not to, because our project’s main focus is not on the individuals who are suffering from anorexia, rather than on society, and its perception.

We are aware of the fact that we have chosen theories only from one person. Maybe if we would have chosen a theory from another person as well, our research could show a wider perspective, since now we have based our project on only one person’s ideas. We could have used other philosopher’s ideas, but we have chosen to work only with Foucault’s theories, because we learned about him on classes, therefore we know about him and his thoughts more than about any other philosopher’s work.

We used literature not from Foucault himself, but from other authors, whose interpret his concepts. We decided to do that for the reason that understanding Foucault is a difficult challenge, and the explanation of other writers and sociologists about his ideas help us to understand his approaches better.

We have chosen not to focus on men in this project, although, we do know they can suffer from
anorexia or inverse anorexia too. The reason why we did that is because we did not have the time to measure their relations to anorexia as well, and we did not want to confuse the reader with different graphs, magazines, and genders. Therefore this project only focuses on women, and their relation to anorexia.

When it comes to the analyses, we are aware of the fact that we did not examine the real, paper magazines, instead we were only looking for articles on the online sites of them. We know it could have given a more realistic view, however we did not have the time, nor the access to all the newspapers from 2005 to 2015, that is why we have chosen to analyse only the websites of the magazines.

While analysing, we have chosen magazines, that have more articles related to anorexia than we could analyse, but we still chose them, because we wanted to have a wide range of magazines, therefore a wide range of results in our project. Working with newspapers such as Blikk, that had more than 60 articles related to our topic, we have picked from the relevant articles randomly. By doing this, our data about this newspaper might not be punctual, and it might not reflect the reality. Moreover, most of the cases we could not find data on the websites about anorexia before the year 2008. We do not know if it is due to the lack of knowledge people had about the disorder, or because the website was not developed enough back then.

**Section III**

**Chapter 4. Analysis**

In this chapter our collected data and results will be revealed and their importance in relation to anorexia will be discussed. We examined and collected results from online websites of newspapers, magazines and model agencies to gain a better understanding about the current body standards. The purpose of the analyses is to prove that the perception of people regarding to the eating disorder anorexia has changed in the last 10 years.
3.4.1 Introduction to the Newspaper Analyses

In the following paragraph we are going to analyse four different magazines according to their writings about anorexia from 01.01.2005 to 10.12.2015. We would like to present quantitative data about how many times they write about this topic per year, in what context do they write about the disease, and in what way are they talking about it.

We will examine the impact of online magazines and newspapers, for the reason of their easy accessibility and for an immediate result. We will use the search function of the websites, to reach the articles which consist of the notion of anorexia in some extent. With the option to refine the search, there is the possibility to exert an interval, thus we will be able to see the number of the articles in connection with anorectic people in specific years. With the consideration of the time limitation for the project and also because of the huge number of the results, we will not go deeper into every chosen online magazines' articles.

We have chosen to take a deeper look into Marie Claire and Cosmopolitan magazines, because they are papers that have a presence both in Hungary and the United Kingdom. Marie Claire magazine can be found in 27 different countries, and operates with topics such as fashion, lifestyle, carrier and popularities. Since the magazine have been published in Great Britain for a longer period than in Hungary, we assume there are not as many topics on their website about the disorder as there are in the United Kingdom. Cosmopolitan is also a fashion magazine for women, which contains topics like career, relationships, health, sex, self-improvement, beauty, fashion and life of celebrities. The magazine is available in more than 110 countries including the United Kingdom and Hungary.

Besides that, we have chosen one popular newspaper in Hungary, Blikk, and one popular magazine in United Kingdom, Vogue, which can show us more information about the approach of anorexia in the countries.
First, we are going to show paragraphs, that will show us how many times did the magazines talk about anorexia. Then we are going to pick three years from the period of 2005-2015, and analyse the results. We are going to compare them to each other, analyse the context and the way they write about anorexia, and finally we will write down our conclusion.

We must state that Vogues and Blikk are two different kinds of magazines. While Vogue has its focus only on woman-related topics, and operates mainly with the latest fashion, recent stories, and relevant topics, Blikk is a daily newspaper not directly for women, where topics are about news, sports, and popularity stories. Therefore, the results could show a big difference between the two written media, which we think is not a problem, since we are aiming to show a global approach in a country about the disorder, and if we would analyse only one kind of newspaper, our results would be limited.

It is also important to add that our analyses are based on topics NOT from the actual magazines, but from their online sites, where there might be less topics written down as there could be in a real magazine.

3.4.1.1 Marie Claire (United Kingdom & Hungary)

We have found 42 articles about, or related to anorexia on the British website of the paper, www.marieclaire.co.uk, from which we picked the year 2008, 2011 and 2014 to analyse.
As we can see from the paragraph, Marie Claire UK does not have anything written about anorexia before 2007, first time they published about it was in that year, where they wrote two. The magazine wrote the most about anorexia in the year 2008, where 13 articles were written. That number dropped in the following three years, until 2011, in which year the amount of articles were only one. After 2011 we can see an increment in the numbers in 2012, where four articles were talking about the eating disorder. In the following year this number dropped with two, but the number of articles increases again from the year of 2013.
In the table above, we can examine the contexts, where anorexia has occurred in the year of 2008, 2011, and 2014.

In 2008, Marie Claire talked about anorexia in five different topics, but mainly related to celebrities, such as Keira Knightley, the Olsen-twins, or Madonna. Since the articles are not explaining what anorexia is in any part of the article, we assume they are talking about anorexia as a well-known disease, which does not need to be explained. In Keira Knightley’s case, the media presents her as an anorexic person, because of her thin figure but she denies it, and sue the paper that talks about her in this context, saying these rumours can have a big effect on her career.

The magazine talked about the disorder itself three times in the given year, which we think is a very positive thing, since it gives knowledge about anorexia to the everyday people, thus they can see the warning signs on themselves and also on others around them, and can help them to overcome on the disorder. What is more, Marie Claire provides advices, suggests new ways of therapies, and let people know that not only women can suffe[r] from anorexia, but men as well. Spreading knowledge in a newspaper is always an exemplary act, and the length of the article was satisfactory as well.

Related to the previous topics, the magazine provides statistics about people suffering from anorexia in Great Britain, and tells us about other kinds of eating disorders than anorexia.

We believe that talking about anorexia in this context is really helpful, and giving people knowledge about a disorder from which a lot of people can suffer is a useful act. The magazine seems to be aware of the seriousness of this disease, and they write about it keeping that in mind.

In the same year they also tell a story about a woman who could defeat anorexia, as an inspiration to other people suffering from this disease. This article presents anorexia as a very serious illness, where the anorexic person has to tell lies to her close-ones in order to be able to continue her unhealthy habits that destroys her body, and finally ends up in hospital. It is also very helpful that in the end of the story there is a help-number and a website that was made to help people who have
eating disorders (www.b-eat.co.uk).

Finally, Marie Claire also published an article about France, where the parliament proposed a law which would ban anorexic models from catwalks who they believe are encouraging anorexia. This idea occurred in France, because ultra-thin models were believed to popularize the unhealthy body image and anorexia caused numerous deaths too.

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Made by group 32, data based on Marie Claire’s website (http://marieclaire.hu/)

In the Hungarian site of Marie Claire, we have found only four articles written about anorexia. The first one was published in 2013, two more writings followed the next year, and finally one was released in 2015.

In the first year, the article was writing about a success story about a Hungarian popularity, who fought a big battle with the disease, but won with the help of a doctor. She says, before being anorexic, she had a big depression, and that is what caused anorexia in her case.

Unlike in Marie Claire UK, in the end of the story we cannot find any information about helping lines, only a short description of anorexia nervosa. It makes us think that in Hungary, people do not think there are a lot of girls suffering from the disorder, they tell people about anorexia just to know what that is, but the chance that someone actually has it quiet low. Therefore we can only see this article as a story, which cannot happen to us, only with someone else, while in Marie Claire UK the article was talking to us, and providing helplines to offer help to their readers who already suffer from anorexia.

In 2014, the magazine wrote about a campaign in Brazil, that’s name was “You are not a sketch”. This campaign compared the sketches with the actual models, and pointed on the large similarity. The movement was created as an answer to the fashion industry, that still advocate the “beauty” of ultra-slim body, hence makes models eat less and less in order to be able to work in the industry.
The other topic in the same year was telling the reader about the idea of banning pro-anorexia websites, and its possible effects. According to Marie Claire Hungary, the ban would encourage anorexic people to share ideas secretly, which would cause more radical, therefore more serious effects on their lives and bodies.

The latest article by the magazine was about the French regulation that became valid in 2015, and fines the agencies and model companies that work with too thin models. The French regulation has a big effect on media, since it is a big step to the French fashion industry to a future where models will be healthier, therefore their image will be positive towards the people.

All in all, it seems like both Marie Claire UK and Marie Claire Hungary has shown us a good profile when it comes to the topics about anorexia, since all of the topics were helpful and informative. On top of that, the magazine also tells up-to-date and true facts about the disorder, therefore they contribute helping the anorexic society the only way they can.

3.4.1.2 Cosmopolitan (United Kingdom & Hungary)

The Hungarian Cosmopolitan's website, http://www.cosmopolitan.hu/, gives us numerically 83 results between the examined periods, while the Cosmopolitan UK, http://www.cosmopolitan.co.uk/, provides only 15 results about the topic. In connection with Hungary we are going to focus on the year 2009, 2012 and 2015, while from the result of British Cosmopolitan, we are going to concentrate on 2013, 2014 and 2015.
Despite the fact that Cosmopolitan is a popular magazine around the world, they did not publish articles in their online archive about anorexia before the year 2009 in the United Kingdom and before 2008 in Hungary. Comparing the result from the countries we can see that most of the articles were reported in the last year.

We have found 21 articles which were present in 2009 in Hungary, however these publications contain information and scandals only about celebrities and their bodies, which do not involve significant information about eating disorders.

The first article in 2012 is a commemoration of Isabelle Caro, who passed away the year before. The writer of the article, Brigitta Birta is worried about the measurement standards of model industries and states that Cosmopolitan promote every girl to accept themselves. The publication also talks about political regulation and the connection between depression and anorexia. The aim of the text is to provoke the readers’ emotions and draw attention to the disorder and its seriousness. The other article from this year is a scandal about the singer, Lady Gaga and her eating problems.
The breakthrough when the Hungarian Cosmopolitan's texts have started to deal with real people who are suffering from eating disorders was only in 2015. In this year the magazine wrote about campaigns, regulations and the serious consequences of anorexia as well as celebrities. The majority of the articles contained real women’s stories about their successful recovery from anorexia. The stories narrate different young women's cases from dissimilar parts of the world. Every story contains a photo illustrations about the girls' bodies change. The representation of the articles suggests that anorexia is a common disease, which can happen anywhere, but which is curable if people find out about it in time and get support or appropriate treatment. These success stories are not blaming anyone for the development of the illness, neither the media, nor the anorexic person, but mention the fact of anorexia and hint solutions on how to change our way of life, if we are facing with this issue.

In comparison with the Hungarian Cosmopolitan, the British version of Cosmopolitan has fewer publications about the disorder. In 2009 and in 2012 they have publications in connection with celebrities similarly like in the Hungarian website.

On the other hand, from 2013 they have started to shed light on different fields of the disease. One
of the article is talking about that women above 30 can also suffer from anorexia, but it is much more difficult to admit it, for the reason it could seem like a weakness. At the end of the article we can find an instruction section about how we can help to our friend or ourselves in case of the illness.

The second article is focusing on the online media’s negative effects on people's body image. There are many girls who promote thinness on Twitter, Instagram or on other social platforms, therefore Instagram wanted to put a ban against images which are glorifying or promoting anorexia, and blocking people from the site, who posted pictures and used hashtags in this context. However, the ban has been lifted. Now if someone search for hashtags in connection with anorexia, a notification about content advisory is appear, which provide help and information about eating disorders.

In an article from 2014 Cosmopolitan mentions again how people can help to someone who goes through anorexia. “The disorder will not go away by itself, so although talking about it may be difficult, it can often be an essential first step. An eating disorder is an illness, not a crime, so you are not accusing anyone of anything shameful or wrong.” (Taylor Anderson, 2014). Anorexia is not something shameful, but a mental problem and people who are going through it need support to recover. On the other hand, the supporter has to be aware to talk carefully about this topic with the anorexic person, since it is a sensitive issue. The articles also give a guidance on how to get help for our friend or for ourselves. The other article from this year is a report of an anorexic man, Craig Lomas, who is fighting against the stereotypic image of eating disorders. From his story we can conclude that he started to starve himself to get the sensation of control over his life. He recovered without medical help. Craig asks everyone to stop bullying others because of their appearance, for the reason bullying can lead to mental problems and eating disorders. In 2014, Cosmopolitan started a partnership with Beat, which promotes to take steps on preventing eating disorders and urge GP's to take anorexia seriously.

In 2015 the focus is mainly on men and on the acceptance that anorexia does not just affect women. Then again, texts about the online world appear and state that we created a new way of life, where everyone wants to show her or his best side for the society. To reach the ideal body we are not afraid to starve ourselves. We are facing with guiltiness if we eat too much, and also if we buy inorganic or fattening foods.

Another key article to remember is Elizabeth Kesses' opinion about the section of the new health reform bill in France, which ban model agencies to hire underweight girls. The writer promotes the effort, but on the other hand she does not believe that it can solve the problem. She mentions that
anorexia is an illness which depends on people’s mental state and feelings. The image of media intensify the pressure of starvation in people, but the main case according to Kesses is why people feel the need to modify their bodies. According to her it is to have control over something when every aspect of their life is so unpredictable, therefore, with the control of the self they get the feeling of security.

From the articles of Cosmopolitan Hungary and Cosmopolitan UK, we can draw the conclusion that before 2013 the magazines mainly focused on the life of celebrities and gossips, but as time went on, more serious articles were published. Cosmopolitan UK places a greater emphasize on anorexia in relation to our virtual, online world, while the Hungarian Cosmopolitan brings ordinary girls' stories in spotlight. In 2015 we can see a huge growth regarding the number of publications, that suggest us the employee of Cosmopolitan thinks that the topic of anorexia is worth to deal with.

3.4.1.3 Vogue UK

Vogue is a popular fashion magazine for women with topics about trendy looks, designer clothes, fashion, models and celebrities. The current chief editor of British Vogue is Alexandra Shulman, who dismisses the super-skinny model look and has started to encourage designers to use models with bigger size than 0. Her actions received positive opinion (Vogue).

During the observation of Vogue magazine's website, http://www.vogue.co.uk/, we have found 21 results for the keyword anorexia. We are going to look deeper into details in year 2005, 2010 and 2015.
The paragraph shows that Vogue has publications from 2005, however they do not have any articles in 2006, 2008 and 2009. The magazine published the most information about anorexia in the year 2011, and after the numbers of articles decreased.

In 2005 Vogue UK published two articles that mentioned anorexia. The first article was written in a humorous tone. It mentions different situations, which after celebrities had to face with scandals. Anorexia is broached in context with Allegra Beck (daughter of Donatella Versace), who was photographed in front of the UCLA Medical Centre. Because of her skinny body, the rumour about her in connection with eating problems were spread. The other article from the same year is about Mary-Kate Olsen. The article focuses on her fashion taste and her new look, but besides that, it mentions that the celebrity is currently undergoing treatment for anorexia. Karen Berenso’s stylist says that "The Olsens are the real thing” and “skinny girls in baggy clothes look cool”. The thinness in this way appears as some desirable achievement, or as a fashion accessory and the disease of anorexia seems less important.

In 2010 the website published only one article from the field of eating disorders. The publication is
about Coco Rocha (model) who shows her fashion wardrobe with everyday pictures about her outfits. In contrast with the articles from 2005, the issue of anorexia gets bigger focus. Thus, after the introduction section the focus turns to Coco Rocha's online blog, where she writes about the created pressure by the model industry. “I'm a 21-year-old model, 6 inches taller and 10 sizes smaller than the average American woman. Yet in another parallel universe I'm considered “fat”. When designers, stylists or agents push children to take measures that lead to anorexia or other health problems in order to remain in the business, they are asking the public to ignore their moral conscience in favour of the art.” says Coco on her private blog. Coco disapproves the glorification of dangerously thin body look, and blames the fashion world in regard of the development of anorexia and call society for account for accepting the generated unrealistic body standards.

The article from 2015 is based on an interview with the world's well known plus size model Ashley Graham. Firstly she is talking about her experiences with fashion industry, after she is encouraging every women to accept their bodies and be happy with it. She likes herself with all of her imperfections and she is happy because she perceived more progress in the last 5 years in connection with realistic body image. She also experienced that girls like her get more opportunities to take part in campaigns and fashion shows. She predicts that plus size label will disappear in the future and models with the body like hers, will count equally beautiful and conventional as 0-sized models. The writer of the article use positive narrative, the model's optimism and kindness was stressed. Ashley is available on the internet, and she gets numerous mails from people, who find her inspirational and cheering. Over and above she goes to schools to educate children about the risks of anorexia.

Consequently, out of the data from Vogue UK we can see changes about the mention of anorexia. Firstly the life of celebrities ruled the attention, which is important in the way that 'regular' people are following their idols footsteps, and if they are represent an unnatural body image, then people are to tend to feel the pressure to become ultra-thin as well. In the past few years the promotion of curvier women has started to be more frequent. Their participation in the fashion industry help women to accept their bodies and natural beauty. A closer look at the data indicates that the articles do not contain explanation about the notion of anorexia, which fact suggests that people are aware of what eating disorders are.
3.4.1.4 Blikk

The following newspaper, Blikk is the most popular daily paper in Hungary, which has an online forum since 1998, and has around 150.000 daily visitors. The following analysis will not be punctual, as there Blikk’s website does not provide refine possibility for the research and therefore we cannot access an overview about the numerical distribution of articles. We found many results about the topic of anorexia, therefore we had to choose randomly 17 articles from them and make a conclusion out of them. The following tables were made based on these randomly selected articles.

According to our sources, Blikk magazine has different writing tendencies through the years. From 2008, where we had zero articles from our sources, the number of articles rapidly jumped to six articles about anorexia, which is the highest score in our diagram. This number dropped dramatically in the following two years, where only one-one article was published. Later on, in 2012 the number increased to five writings per year, then dropped to two, one and one in the following three years. Again, we would like to emphasise that our articles were randomly selected from many other articles from the website of Blikk, therefore we are aware about the fact that our paragraph might show a
false picture of the reality.

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Made by group 32, data based on Blikk’s website (http://www.blikk.hu/)

We have chosen to focus on year 2009, since this is the year in which we have the most articles. The newspaper published two writings about two models, Brittany Murphy and Eliana Ramos, who both died due to anorexia. Brittany was an actress, while Eliana was a model.

With these articles, the magazine’s goal was not to raise awareness on anorexia, but to have a shocking article, that catches the reader’s eye. Thus, the paper was talking about anorexia in order to gain attention, what they did was only sensationalism.

Blikk wrote three articles about laws and government. There were two writings talking about the French regulation that stands up against ultra-thin models, and the third one was about the Italian regulation, where the government aimed to make a deal with fashion industries in order to keep models in a healthy shape, so in this way they can show a good example to the young generation, who have started to imitate models recently.

In the same year, another topic was released by the newspaper that talks about anorexia and bulimia. It lets the reader know that eating disorders can cause death in serious cases, and advises better ways to lose weights, such as working out and keeping a healthy diet.

This article talks about anorexia as a serious illness, but at the same time it makes us feel like it is not such an important topic, because the article is very short and straightforward, and we do not get to know about the disorders a lot.

In 2012, there is a statistics published by the newspaper, which talks about women who has to apply mortifying diets in order to achieve the perfect body shape. According the study they write about, this act is caused by the social and cultural atmosphere. According to Blikk, this theory came alive after the Brazil model, Ana Carolina Reston starved herself to death.

In our eyes, the statics were useful, because we felt like the newspaper was trying to hit the western European level of awareness about anorexia by taking this survey from The Guardian newspaper and translate it into Hungarian.
Throughout the year, the newspaper wrote two times about popularities, that they believe to suffer from the disorder. These articles are based on pictures, and they are most likely rumours that Blikk generates in order to get more readers. The magazine wrote that they called both women, and both of them said that they had only been stressful in the previous few weeks, that is why weight-loss can be seen. From this example, we can examine how easily the newspaper use the word ‘anorexia’, just like it is a flu, and not a serious disorder, that can last for years and people could end up in hospital. In contrast to the previous two examples, the paper also released articles about the signs of eating disorders, and tells readers that men can also suffer from anorexia. These articles tells us more about anorexia, such as the possible reasons it occurs, or the way to treat it. The writings are not that long either, but at least they aim to help people, and raise awareness to the disease.

In the last year, 2015, there was only one article about this topic, and it was associated with Victoria Beckham, who the newspaper claims has anorexia again. Blikk only conclude this statement from the most recent photos of her, where she seems too tiny. Again, they do not know her personal life, therefore they cannot tell it for sure. Just like in the other two cases above, they conclude anorexia from a temporary weight-loss.

To conclude, this newspaper’s online site does not emphasize anorexia in the right way, they only talk about it like an easy disease to fight with, even though they also claimed people can lose their lives due to the disorder. At the same time we have to pin down the fact that this newspaper is not a serious, reliable newspaper, like Marie Claire, so we cannot expect scientific states in it, because its main aim is to get attention via popularities, sport news, and actual news happening in Hungary or around the world.
3.4.2 Introduction to the Model Agency Analyses

The aim of this section is to generalize beyond the data about the measurement of currently working model agencies and also to research what they supposed to stand for according to their own admission. To gather information, we contacted agencies via phone and internet, and we also looked up their websites. The analysis of the data is important to get a perspective about the ongoing, general standards. We selected two British model agencies, Models 1 and BMA Model Agency, and 2 Hungarian agencies, ICON Model Management, VM Models and Attractive Models, which are internationally well-known and reliable agencies.

3.4.2.1 Model agencies in the United Kingdom

With the observation of British model agencies we would like to purport that some internal changes have been done in the fashion market in connection with the anorexia. To get a more comprehensive picture about measurements, we read their requirements for application and beside that we looked into 10 selected models' parameters from their websites.

Firstly, we examined Models 1 agency, which according to their website, was established in 1968 in the UK and it has become one of the largest and well known model agency in Europe. The website of the company shows different model categories like Women, New Faces, Talent, Classic and Curve. The agency’s touch on the problem of eating disorders in their section called parental guidance. They stated that healthy look is indispensable for a model and eating disorders are not promoted by Models 1. They recommend a balanced and healthy diet for every person who is working for them and therefore they hired nutritionists who can help for the New Faces with workshops and private consultations. Nonetheless they mention that “Eating disorders are easy fodder for the press. That said, they are not to be taken lightly” and emphasize that they do not have any evidence that any of their girls suffer from eating disorders.

In the application for a model in Women category the only mentioned body criteria is the height, which supposed to be at least 172 cm. However, the required body size is equal to the European standard size 36. In the Curve category the height expectation is also minimum 172 cm. In this section we can find the required body size, which must be 42 according to the European scale.
Despite the standards of the agency, the evidence of our data shows that they also hired women in Curve category, who have body size under 42 such as above this value.

The second target of our analyses was BMA Model Agency that was founded in 1983 in London and represents a wide range of models. They are the largest agency in London, in the West Midlands and in Manchester. BMA Model Agency is working with children, as well as the elderly, and people from different nationality and background. The agency’s main focus is on fashion models and commercial models, however they market models for advertising campaigns too.
In the section, ‘How to be a Model’, the agency says that modelling is a serious job and being a model request responsibilities. Not necessary all the models to be thin, but the healthy look and diet is essential. To become a female fashion model, the agency requires measurements. The measurement of bust-waist-hip cannot be more than 86-61-86cms and height have to be at least 1.72m. “To be a catwalk or runway model these statistics are vital.” BMA Model Agency also works with curvy models, for the very reason that more and more designers and clothing manufacture realized the potential in this field of the market, and the demand for bigger sized clothes have increased in the past few years. The Curvy category - according to the model agency - starts at around European size 42 and upwards. Nonetheless our collected data shows that regular models own a body size between 34 and 38 and a model is counted as curvy from size 38 and above.

All things considered from the study of Models 1 and BMA Model Agency, it seems reasonable to assume that the awareness of anorexia and eating disorders have increased in the United Kingdom. Model agencies are conscious of the bad reputation and prejudices which society developed about fashion industries in connection with anorexia. Therefore they guarantee that they do not support eating disorders, only healthy lifestyle and balanced diet. The market has exploded with the inclusion
of curvy models, which can be also interpret as an action against the promotion of anorexia. Although it is required to be at least size 42 to be a curvy model, the real data about numbers revealed that women under this value could also counted as plus size model. With the creation of different categories such as curvy, the desire to starve oneself to reach thinner look did not stop. The curvy category may have a negative impact in the perspective of some women, thus this categorization distinguishes women according to their body size, and have the possibility not to be threaten equally. Hence the need of self-starvation could appear for the reason to get into the regular, ‘better’ category.

3.4.2.2 Model Agencies in Hungary

We would like to demonstrate how strict the model agencies are in Hungary in 2015, therefore we decided to contact a few, and ask about their expectations about their models.

First, we tried to call the most famous model agency in Hungary, called ICON Model Management. Their number one model, Barbara Palvin became a world-known model, and worked for Prada, Louis Vuitton, Nina Ricci, H&M, Victoria’s Secret, and L’Oréal Paris. Unfortunately the agency did not pick up the phone, either answer our mail when we asked them about the ideal model size, but it turned out they do not answer to anyone else either.

Therefore, we moved to the next agency, to VM Models, who we did not have to call, as they state the “right” parameters on their site, according to which the waist-size cannot be more than 62 cm, and the maximum hip-size is 92 cm for their models. Moreover, they also state that they accept only tall, thin girls as their models (besides boys). They write it down noticeably clearly, that only those girls can apply who have the required sizes. In addition, we cannot find any other option, such as plus-size models. They only work with thin girls, and that can cause problems with a lot of young girls’ body image, whose dream is to become a model, as we have seen from the example in Blikk Magazine, where young girls wanted to become models and started to imitate them in Italy.
As an illustration what counts as beautiful in the Hungarian fashion industry, we would like to show these pictures of two models, who are working for VM Model Agency. As we can see they both have a very thin figure. Scrolling through the website of VM Model, we did not meet another body shape, just as thin as these two girls are. VM only accepts this body-type, which shows how obscurantist Hungary’s fashion industry is, compared to other model agencies in the United Kingdom. We believe model agencies like this do not have a good effect on the society, because it advocates an unhealthy body-image. People, especially young girls who see models like these in newspapers tend to believe this is beautiful, and start to act like they do.

Model: Eszter Boldov
Source: http://vmmodel.hu/#hu/girls/8153/Eszter/12

Model: Alexandra Kiss

We cannot claim that all models at VM eats very little in order to maintain their thin figure, because there are people who were born with this body-shape, but we can conclude that this agency does not contribute to fight against anorexia, what is more, motivate girls and boys to lose weight, since
this is the only way they could get a chance to become a model in Hungary.

Finally, a third model company that we contacted was Attractive Models, where after a short talk with the company they told us their expected body size towards their models, which would be 80 cm in breast, 60 cm in waist, and 90 cm hip size. They added that it is not a big problem if the hip size is two centimetres bigger, as they can restore the pictures after the photo-shoot. This conversation let us conclude the fact that Attractive Models have the same mentality as VM models, they only work with thin girls, average or plus size models cannot start a career in their agencies. In case a person has an average, pretty body, this person has to go on a diet if she wants to become a model in this country, otherwise agencies will not bother working with her as long as the person is not thin.

In contrast to the previous agencies, we can find plus size model agencies like Csillagmodell model agency, but these agencies does not seem as professional as other agencies, where they work with thin models. They work with people, whose breast size is 90-125 cm, waist size is 70-90 cm, and hip size is between 90 and 125 cm. This agency is not only a model agency, they also shoot photos of normal people, who would like to give this as a present to someone. Therefore it is clearly not a professional model agency, as the previous ones were. Therefore we can conclude, that there are no equal chances to a normal/chubby person to a thin person to become a model, as only thin girls can work with professionals in Hungary.

All in all, we have seen a woeful picture of the Hungarian model world, where only thin girls have the chance to achieve their dreams of becoming a model. In this way, anorexia can occur more often, than in other countries, where society and the fashion industry is not as strict and narrow-minded as they are in Hungary, because normal bodies are not counted as beautiful there.
Section IV

4.1 Conclusion

This project has shown how the media’s attitude towards anorexia is in the recent days, and how was it years back. Our theories suggest us that the people, who got the power can influence the negative and positive images in society. Therefore media has the opportunity to control people’s thoughts, since they are the ones who raise attention to different problems in the world, or in the country by writing and talking about those issues or news.

For this reason we have analysed six newspapers: Marie Claire UK, Marie Claire Hungary, the Hungarian newspaper Blikk, Cosmopolitan UK, Cosmopolitan Hungary, and Vogue UK. All of these magazines have shown us that the number of articles increased in the years 2008 and 2009, and dropped the years after, and recently started to increase again. We could not find articles on the websites about anorexia before the year 2007, just in one case.

Thus we can observe an increasing awareness about this eating disorder in society.
In reference to the subject of the articles, we can see changes in most of the magazines. While around 2006 until 2010 they mainly talked about anorexia as side-topic, and in a way that made the reader feel it is not a true disease, this perception has changed after 2010, from which year the magazines were writing about the eating disorder as a serious illness, they offer help, and gave the readers statistics about it, in order to provide more information about anorexia to society. The only one exception from this list is Marie Claire UK, where we could observe a regression related to the articles about anorexia by 2015.

During this period of time, there were different regulations by the governments, such as the French or the Italian regulation, in which both countries forbid fashion industries to work with far too thin girls. These regulations are aiming to create a new, healthier, and “fashionable” body-image, which could replace the recent skinny models.

In the United Kingdom we can already see results of these actions by the government or by the
campaigns that were made to encourage overweight women not to be ashamed of their body, because everybody is beautiful, and the media cannot tell anyone how to look like. By these actions, plus-size model agencies were created and curvy category widespread in the market. Now average and chubby women can be considered beautiful, have attention as well, therefore they can be proud of their bodies. In contrast to the United Kingdom, Hungary is still stick to ultra-slim girls in the fashion industry, and we still cannot find professional plus-size model agencies.

Foucault believes everyone in society is affected by the image that the media imposes on them, and after some time people will have the same attitude to different topics as the media has, therefore they are not fully aware of their actions or thoughts, even though they think they are. He also argues that we have to search for the ‘whys’ in the present, and have to look for the answer in the past, because every action which takes place now correlates with events from the past.
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Websites of magazines


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