

19 - THE CHOICE OF THE PROFESSIONAL QUALIFICATION IN PHYSICAL EDUCATION: THE INFLUENCE OF THE CORPORAL IMAGE.

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INTRODUCTION

The formation of the professionals of Physical Education has advanced by force of the social changes, in recent years. Until good little time, the superior courses formed professors of Physical Education who had as objective greater the teaching performance or only an adaptation to other functions, for which they had not been prepared. With the time and the specific requirements of differentiated physical activities, the Course of Graduation was created, forming technician for attendance to this demand.

Historically the Physical Education had its entailed action to the image of the professional athlete, somebody that beyond practicing some sport had on image to the profession. Currently, this procedure was surpassed, as well as the technique must prevail on the appearance or on the transport of the professional, however, still there are the ones that choose the profession for like some sport, for valuing on physical activities to the self-image, not as it occurs with that exactly desiring to become a professional, either a trainer or instructor, it considers that its image does not combine with this type of intervention. An important factor that crosses the choice of the professional of the area of Physical Education in the post-modern historical context is the influence of the media in the formation of the ideal of the perfect body, due to the images of beautiful, healthful, ideal bodies shown.

The present study, focuses on analyzing the formation of the professional of Physical Education and the influence of the corporal image in the professional choice, trying to argue this question on the basis of bibliographical revision.

THE CORPORAL IMAGE AS PARTNER-HISTORICAL CONSTRUCTION

The world contemporary, when valuing the appearance, takes in account the aesthetic standard that the culture states as ideal. In this direction, the media, the family, the friends condition the individuals' exercise, to take care of their bodies, intentionally directing the desires, habits, cares and even though, the representations of dissatisfaction with the proper body. (DAMASCENE et al, 2005). According to Plantine and Trindade (2003) images are constructions based on the information gotten previously from visual experiences. The man produces images because the involved information in the thought is perceived.

The body image is seen as a multidimensional construction that widely describes the internal representations of the corporal structure and the physical appearance, in relation to the image that each person has of itself and the one that the others have. The factors are many that, according to Crach and Pruzinski (1990), influence on the process of formation of the body image, such as sex, age, medias, as well as the relation of the body with the cognitive processes as belief, values, attitudes, inserted in such a determined culture.

From 60s, the feminine standard of corporal ideal started to be the skinny shape, presented by the models and socially cultivated by the people and the media. Voracek and Fisher (2002), following the trend of the ideal of feminine skinny shape had presented the modifications of the anthropometric standards of the women photographed for the Playboy Magazine during the last decades. For intermediary of a descriptive study, them they had obtained data to point evidences of a trend of revision of values of the body mass indexes (IMC) and the increase of waist/hip (ICQ), demonstrating corporal linearity.

In the case of the men, studies carried through for McCreary and Sasse (2000) they had pointed respect to the fact of that young in the age of 18 years would like to have more muscular bodies of what the current do. These analyses disclose that the historical roots on the conceptions of body in take them to understand of more consistent form existing standardizations in the form of thought regarding resistant beautiful body also to the actions of the time, and thus, we trace our ways with what the same history was enrolled in this (MEDINA, 1991).

THE BODY

The average age has begun with the division of the Roman Empire and in these times the institution that resisted the barbarous invasion is strengthened and appeared the man who is only encouraged to the conquests of the celestial life, totally undoing of the values and material things. The Education, monopoly of the Church, is appraised as synonymous of it disciplines, where the corporal punishments are a consequence of authoritarianism and a hamper together the pedagogical action (OLIVEIRA, 1996).

Only in XIV century with the Renaissance, that can be called as an intellectual movement, aesthetic and social that if overlapped to the feudal structure of the beginning of the century, the individuality, the critical spirit and the desire for the freedom had been rediscovered, thus returning with the humanism, the evaluation of the beauty and rescuing the importance of the body (OLIVEIRA, 1996).

Registration and social determinations regarding the aesthetic standards in the seventeenth and eighteenth centuries, to show the requirements of a body upright, restrained and property through the use of corsets and equipment support, which in time would be demonstration of nobility and civility (ALBUQUERQUE, 2001).

Already in the nineteenth century, historians say the emphasis on bodily identity on the influence of popular photography and use the mirror, increasing the recovery of body size (Silva, 1999).

Interest in the paintings of the whole body and the pictures also helps to identify the subject with your body (SILVA, citing CORBA apud PERROT, 1991).

Other stereotypes are characterized in the second half of the XIX century with intention to delineate human groups. Paul Broca, through measurements, mainly of the skull, determines the intellectual and social inferiority of the black race, that indicates as incapable to ascend to the civilization, while the whites, with smooth hair and straight face are part of a raised human beings scale (SILVA, cited for DRILL apud GOLD 1999, p.76).

In this exactly moment coexists the idea to impose gestures and adequate positions to the social requirements, the image and the use of the body are dependents of the domain relations and narrowly subordinate to the economic necessities

partner (CORBIN apud PERROT, 1991, P.607).

With the advent of the industrial society, following these same interests, the body of the laborer would have to be molded to take care of the new order. Order to discipline which is named by Perrot (1988, p.53), cited by Silva of three forms that would construct a new corporeality:

"The look was characterized by all forms of surveillance; the manufacturing discipline as a result of an administrative organization, and the science of the work has on the body an object of study and maximize returns."

The social and psychological limits are then structured by the school, which through the gym, where the sign codes and manners are charged, they emphasize the need for the body straight and rigid (VIGARELLO, 1978, p.9).

The great scientific and technological advance in do not guarantee the conquest to them of the freedom, a time that the ideological devices command and standardize the stereotypes of the conceptions of body, in accordance with the necessities of the consumerist world (MEDINA, 1991).

SOCIALIZATION AND CORPORAL IMAGE.

The media, the family and the friends condition the individuals to exercise, to take care of the body, guiding them to desires, habits, cares and dissatisfactions with the visual appearance of the body (DAMASCENE et al, 2005 apud BLOWERS et al, 2003). The corporal image is a multidimensional construction that widely describes the internal representations of the corporal structure and the physical appearance, in relation to us and to the others (DAMASCENE et al, 2005 apud CRASH, PRUZINSKI, 1990). The process of formation of the body image can be influenced by the sex, age, medias, as well as for the relation of the body with the cognitive processes as inserted belief, values and attitudes in a culture.

Some authors consider existing strong cultural trend in considering the skinny shape as an ideal situation of social acceptance for women. They also face correlations between the social pressure of being thin and the dissatisfaction with the body by young adult women (DAMASCENE et al, 2005). Following the trend of the ideal of female skinny shape, Voracek and Fisher (2002) had presented the modifications of the anthropometric standards of the women who had been photographed in the Playboy magazine during the last decades. Through a descriptive study, one proved a trend of reduction in the values of the corporal mass index (IMC) and increase of the relation waist/hip (ICQ), demonstrating a trend of corporal linearity. On the other hand, for the men, it occurs that the trend of accepting, as ideal, a stronger or more voluminous body. Strengthening this affirmation, Cohane and Pope Jr. (2001) both cite the study of McCreary and Sasse (2000), carried through with 96 young, average of age of 18 years, that wanted to be more weighed and strong muscles in relation to their current body. In cases, men and women direct the own attitudes in relation to their body in the direction to take care of to the cultural pressures of the society in which they are inserted.

The incessant search for one better physical appearance of the practitioners of physical activity is a socio-cultural phenomenon many times more significant than the economic, affective or professional satisfaction (DAMASCENE et al, 2005 apud NOVAES, 2001). The dissatisfaction with the own body, or better, with the image that they have of it, perhaps it is one of the main reasons that take the people to initiate a program of physical activity. It is possible that the degree of dissatisfaction with the body image influences in the way as young adult see themselves in terms of the body relation, percentage mass of fat (G%) and height. The corporal dissatisfaction is directly related with the exposition of pretty bodies for the media and has determined, in the last few decades, a compulsion to search the ideal anatomy (DAMASCENE et al, 2005). Although values of IMC and adjusted G% for the maintenance of the health to exist, the physical type idealized by the individuals are culturally determined, seeming to exist an ideal physical type that the people who practice physical activity search to reach.

AESTHETIC STANDARD AND HEALTH

In recent years, the "cult to the body " became a general concern that reaches the most different social classes, age groups and sectors of the society in general. Magazines and periodicals dedicate each time more space for the new features in the cosmetic sector, feeding and plastic surgery. In the television, perfect models appear during all the programming and in the commercial intervals, "selling" success recipes. What can be observed is a pattern of body shape for young, adult, men and women: thin bodies, muscles in exhibition and belly muscles molded in clinics of plastic surgeries and gyms spread throughout the country (MELO, 2008).

Although the consequences that the search for the beauty can cause, each time more people look for this pattern. However, this can be considered confront to the natural form. In this way, the frantic industry of the aesthetic procreates its new weapons and launches each day silicones, creams, surgeries, anabolic and individual conflicts start to be the greater generating of the market for the capitalist exploration in the fierce dispute of the beauty (HÉRCULES and SILVA, 2005).

In gyms, clubs and sidewalks are explicit exposure and search for a default in the media: healthy and beautiful. This reality is the reflex of television, internet, men's magazines and women who every day create a stereotype of the "body in shape." Corps' propagates "health" and beauty standard, sells an ideal "attainable" through physical activity, diet, liposuction, implants silicone. Hence, the quantitative growth of gyms, diet products and plastic surgery. Health, clothed in the discourse of beauty, deceiving the people making them mandatory, many times. They "run" for physical activity, for there is salvation, as in the nineteenth century. The worst is that the effect can be contrary! Meeting the Physical Education professionals often reinforce the same speech body control in the relationship of physical activity and health / beauty (COSTA E VENÂNCIO, 2004).

How to stay young, athletic or slow aging in a society of worship to the body? The question generates a need to find ways to answer and at the same time, break with the limitations of the body. This feeling happens with the value attributed to products and techniques to be "or have" a beautiful body. In addition, bodies "healed, turbine (existing terms in the media as synonymous with health and beauty) with the discourses promoted physical activity and health concern to the economic, moral standards and scientific discourse of the day. It would also ethically, professionals of physical education, they are in gyms, clubs or schools (COSTA E VENÂNCIO, 2004). Reflecting the relationship between health and physical education means thinking about the body in the culture of these complex times, the values reveal the existence of fragmentation rather than an aesthetic capable of saving the human.

BODY IMAGE IN THE PROFESSIONAL RELATIONSHIP

Post-modernity, this space-time characterized by fragmentation, discontinuity, the apparent recovery, consumerism, among many other features valued the success linked to body image. In the specific case of Physical Education, the body healed as pseudo synonymous with health began to interfere in their career choice.

Young students who attend the gyms or do some sports, according to official statistics make the choice for Physical Education. As signals Braga (1995), do nothing more than to resume the classical conception of the Greek hero, who arrives in the West embodied in myth, deified by the consumerist desires of the body ideal.

The young man who aspires to be a personal trainer part of this new Physical Education in the capitalist web of the academies is the sweet spot of men and women in the struggle against nature, often raping and changing its internal metabolism. Otherwise, universities are now filled with students who do not attend to the importance of "being" as a central concept of the Humanities and in order to construct the subject truly healthy.

However, in these times where the image is more worth than word, the vocation, the health, welfare and life quality, in accordance with Sant' Anna (2001) "has an unconscious, involuntary necessity to escape of the weight of body" (P. 19). The auto-rejection as a psychic phenomenon and that makes the people search the "standard en vogue". Freud (1934) explains this phenomenon when speaks of the "stranger", that for the unconscious way it brings in return you stress and all restrained since infancy.

The choice of profession in the postmodern world is linked to the subject image projected on an unconscious level and to forge the concept of 'ideal self, reinforced by the instrumental power of the media, which as a "Snake Charming", is the metaphor lifestyle. Moreover, as confirmed by Hall (2003), the identity of the persons shall be forged from the outside, made possible by patterns of consumption.

Therefore, it is increasing the number of young people who aspire to become professionals in physical education to remain "healed"/super muscular and thus form a body image within the standards of the ideal body, even being often at the expense of heavy exercise, steroids and a pseudo-vision of health.

CONCLUSION

The ethical issues related to the profession of teacher of Physical Education and Bachelor of Physical Education, lead naturally to discussions about the choice of profession, especially when the training has a double vision, which separates the professionals themselves / discipline, as if there was a fragmentation in terms of theory and practice.

The intent of the analysis of this article was to reveal the relationship between the choice of physical education as a professional field and self-image as a factor influencing the choice of career, especially when the focus is the degree.

The issues discussed during the review of the literature highlighted some formulations conclusive, i.e., the fact of the aesthetic in contemporary tax influence body image. Another point concerns the thesis that the body set, healed the business to be as pre-condition for professional success. Finally the question of an ideological nature, related to physical activity no longer the health of body, but to the aesthetics of fashion.

These considerations are important in order to generate the need for further study of this intriguing topic, so important in post-modern, space-time has a body image in your icons.

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THE CHOICE OF THE PROFESSIONAL QUALIFICATION IN PHYSICAL EDUCATION: THE INFLUENCE OF THE CORPORAL IMAGE.

The changes happened in the formation of the professionals of the Physical Education as consequence of social, legal, cultural and educational transformations, at the same time where they had promoted ruptures in the traditional model of academic formation of the professors of Physical Education, opening spaces for the courses of graduation with new specializations, had also conserved some standards of the incorporated previous resumes historically for the profession. The present article prioritized in its analyses concerning the professional qualification in Physical Education, the influence of the corporal image, pointing the contradictions that take the professional futures to the adoption of the criterion of the self-image associated with the professional option, forgetting those criteria that effectively are responsible for the formation of a good professional of Physical Education.

WORD-KEYS: Physical education, professional formation, corporal image.

LE CHOIX DE LA QUALIFICATION PROFESSIONNELLE EM EDUCATION PHYSIQUE: L'INFLUENCE DE L'IMAGE DU CORPS.

RÉSUMÉ

Les changements introduits dans la formation des professionnels d'éducation Physique, en raison de facteurs sociaux, juridiques, culturels et éducatifs en même temps, qu'ils ont des ruptures dans le modèle traditionnel de formation académique des professeurs d'éducation physique, en ouvrant des espaces aux cours de premier cycle, avec de nouvelles spécialisations, ils conserve encore quelques normes des programmes antérieures, annexés historiquement par la profession.

Cet article met en relief, das sés analyses quant à la qualification professionnelle de l'éducation physique, l'influence de l'image corporelle, en soulignant le critère de l'image de soi associée à l'option professionnels, dans l'oubli des critères qui sont effectivement responsable de la formation d'un bon professionnel, d'éducation physique.

MOTS-CLÉS: éducation physique, formation professionnelle, l'image corporelle.

SELECCIÓN DE LA CUALIFICACIÓN PROFESIONAL EN LA EDUCACIÓN FÍSICA: LA INFLUENCIA DE LA IMAGEN CORPORAL.

RESUMEN

Los cambios introducidos en la formación de la educación física como resultado de factores sociales, legales, culturales y educativos, al mismo tiempo que promueve las rupturas de la formación académica tradicional de los maestros de educación física, la apertura de espacios para los cursos de pregrado a nuevas especialidades, también han mantenido ciertas pautas de los programas anteriores, históricamente incorporado por la profesión. Este artículo prioriza en sus análisis sobre la cualificación profesional en educación física, la influencia de la imagen corporal, señalando las contradicciones que conducen a los futuros profesionales a adoptar el criterio de la auto-imagen asociada a las opciones profesionales, olvidándose de los criterios que son efectivamente responsable de la formación de un buen profesional de la educación física.

PALABRAS CLAVES: educación física, formación profesional, la cooperación de imagen

A ESCOLHA DA HABILITAÇÃO PROFISSIONAL EM EDUCAÇÃO FÍSICA: A INFLUÊNCIA DA IMAGEM CORPORAL.

As mudanças acontecidas na formação dos profissionais da Educação Física como consequência das transformações sociais, legais, culturais e educacionais, ao mesmo tempo em que promoveram rupturas no modelo tradicional de formação acadêmica dos professores de Educação Física, abrindo espaços para os cursos de bacharelado com novas especializações, também conservaram alguns padrões dos currículos anteriores incorporados historicamente pela profissão. O presente artigo priorizou em suas análises acerca da habilitação profissional em Educação Física, a influência da imagem corporal, apontando as contradições que levam os futuros profissionais à adoção do critério da auto-imagem associada à opção profissional, esquecendo-se dos critérios que efetivamente são responsáveis pela formação de um bom profissional de Educação Física.

PALAVRAS-CHAVES: Educação Física, formação profissional, imagem corporal.

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