



## Social representations of the metropolis residents on the ecology of women's corporeality in the structure of civil identity

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### Abstract

Relevance of this article: it consists in the study of current trends and prospects for the development of the ecology of women's corporeality in the civil identity structure. On the one hand, at present, there is an increase in both public and scientific interest in the ecology of corporeality, one of the facets of which is the problem of social representations of men and women about female beauty; and, on the other hand, the lack of development of this problem within the framework of civil identity, although the idea of a certain standard of beauty can significantly affect the assessment of the attractiveness of a person and the formation of its civil identity. The purpose of the study: is to analyze the social representations features of men and women of the megalopolis about female beauty as one of the corporeal ecology sides in the civil identity structure. Research methods: as a research method, we used a questionnaire survey that allows us to quickly and effectively explore the core and periphery of the social representations of megalopolis residents about female beauty. Results of the research: the article deals with theoretical and methodological aspects of the corporeal ecology in the civil identity structure. The core and periphery of social ideas about a woman's beauty are revealed. The advantages and disadvantages of female beauty in certain areas of her life are determined. The relationship between a woman's character traits and her appearance is established. It is shown what respondents pay attention to when communicating with a first place woman. The degree of influence of external attributes on female beauty is determined. A comparison of men's and women's opinions about The novelty and originality of the study lies in the fact that a theoretical and methodological analysis of the ecology of a woman's body in the civil identity structure, was carried out in the context of social representations of megalopolis residents about female beauty. It is determined that the core of social representations includes such features as: attractive appearance, femininity, developed mind, self-confidence, health and kindness. It is shown that the core represents stable personality characteristics. It is revealed that the following features can be distinguished in the periphery of social representations: loyalty in love, a sense of humor, expressive eyes and energy. It is shown that the periphery represents the changeable characteristics of a beautiful woman, i.e. For respondents, these qualities are important, but their absence will not play a big role in recognizing the beauty of a certain girl. It is determined that the majority of respondents include the physicality ecology concept, in the context of female beauty definition: a woman's appearance, physical data, appearance, figure, correct facial features, a proportional body, healthy hair, skin and nails. It is shown that the respondents support the point of view that women should pay attention to the care of their appearance, but also not forget about the spiritual component, develop their mental abilities, and have a female trick to emphasize all their advantages. It is revealed that in modern society, the fundamental factor in evaluating the beauty of a person is the reference images of a man and a woman broadcast by various media. Practical significance: the data obtained in this work can be used in social psychology, environmental psychology, human ecology, pedagogy, age psychology, sociology, as well as for further theoretical development of this issue.

**Keywords:** ecology of corporeality, civic identity, megalopolis residents, social ideas about beauty

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### INTRODUCTION

The ecology of corporeality is included in many contexts where the human problem is discussed, including in the context of civil identity. There is a high correlation between the degree of body satisfaction, the success of self-realization and the civic identity of the

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individual. The body problem is addressed in a number of cultural and socio-cultural studies (Gurevich 1993, Visitey 1989, Zharov 1988). The ecology of corporeality is our personal history, our ideas about the beauty of the body, our way of life, somehow represented in our body. The phenomenon of the ecology of corporeality is interdisciplinary, since works on such disciplines as: philosophy, cultural studies, aesthetics, anthropology, linguistics, sociology and psychology, provide a number of concepts that are used to determine the beauty of the body (Baranov et al. 2019, Krutkin 1993, Podoroga 1995, Sorokoumova et al. 2019, Tsabolova et al. 2019). The transformation of the concept of beauty can be tracked by trends in the historical and social development of society, as well as changes in the cultural context. Ideas about a beautiful person change with the age of humanity (Sobolev 1972). This transformation is most clearly seen in cultural objects, especially in portraits and sculptures, as well as in works of literature (Sorokoumova 2019). In General, it is important to note that the category beauty, as applied to a person, is more often used when describing and categorizing women. Beauty is a middle region, not sensual or mental, but one that has both at once (Losev 1992). It is neither perfect nor real. The Greek philosophers considered beauty in the material plane, that means, considering it as exclusively the beauty of human body, without affecting any spiritual qualities. Renaissance philosophers create treatises on female beauty, paying attention to the canons of beauty (Firenzuola 1992, Sokolov 1969). In the modern world, the phenomenon of female beauty takes on new meanings, turning into a cultural and informational symbol that speaks about the socio-demographic, economic, and social status of the individual in society.

## LITERATURE REVIEW

In all ages, there was an ideal of female beauty, which was modified in accordance with the passage of time in relation to the image of a woman. Beauty has always been one of the valuable contents of corporeal ecology. The phenomenon of female beauty is viewed through the prism of physical components of the external appearance, which leads to contradictions with the interpretation of female beauty as the embodiment of external and internal beauty. The whole soul is appearance. A man lives as long as he has an appearance. And personality is the appearance (Zinchenko 2005). Beauty is a cultural and informational symbol in the ecology of corporeality, which speaks about the socio-demographic, economic, and social status of the individual in society (Pogontseva 2009). The Phenomenon of female beauty is by its nature socio-cultural, its interpretations have changed depending on the status of women in society, on the existing gender relations in a certain era (Baudrillard

2006, Libina 2001, Lipovetsky 2003, Paquet 2003, Stratz 2004, Suemi and Fernham 2009).

Women's beauty in many of its interpretations is associated with age, associated with youth, and is attributed to shortness of life. A woman's dissatisfaction with her visual appeal is formed most often under the influence evaluations of others, those who first noticed in her appearance deviations from the norm, focus on this, aggressive point to a particular external standard, than encouraged a woman to too often compare herself with others, which can only worsen the soreness of her self-awareness. Social representations are a set of concepts, beliefs, and explanations that arise in everyday life in the course of interpersonal communications (Moscovici 1995, Olkhovaya et al. 2019, Sorokoumova and Bogatyreva 2016).

Based on the above conclusions, we can state that socio-cultural ideas about female beauty include generalized characteristics, a number of parameters that reveal a woman's gender identity, her attractiveness to the opposite sex, physical appearance traits, appearance design, and moral and psychological characteristics of the individual. The most urgent problem of studying the phenomenon of female beauty in the modern socio-cultural situation remains the ratio problem of internal and external beauty, the socio-psychological status of a beautiful woman, her place in the system of gender relations. Social representations, together with language, construct social reality, although they do not exhaust all its diversity. Social representation denotes a specific form of knowledge: knowledge of common sense, the content of which indicates the action of socially marked generative and functional processes. In a broader sense, it refers to a form of social thinking (Jodole 2007, Moscovici and Idole 2007). The most complete development of the social representations theory was received in the second half of the XX century in the person Of S. Moscovici (1995). In his social representations theory, he showed that a person's choice of ways of action is based not so much on the stimuli of objective reality, but on how he imagines them. It is worth noting that in its conception, based on the theory of collective representations E. Durkheim (1995), social representation acts as a factor that constructs reality not only for the individual but for the whole group: the features of formation of system of values and personal meaning of the subject due to the specificity of different cultures, classes, or groups (Durkheim 1995, Moscovici 1995). In the theory of social representations, the emphasis is much more clearly placed on the fact that a person's search for meaning involves a new strategy of behavior. This strategy is developed in the group, and a common vision of reality emerges that guides the actions and relationships of this group's members (Andreeva 2000). There are three basic functions of social representations: social representation is a tool of cognition, the distinctive

feature of which is the transformation of the description of reality into its explanation and understanding; social representation mediates the behavior of members of various groups according to the norms, ideals and values adopted by this group; social representations adapt the events that occur, observed phenomena to already formed, existing views, opinions and assessments (Baskansky 2002). Social representations are not a copy, an absolute similarity of objects of social cognition, they are the process and result of active socio-psychological construction of social reality (Dagaeva 2011).

## THE TASKS AND STRUCTURE OF THE STUDY

For the study, we used a survey method, namely, a questionnaire. This method was more preferable for us, because it includes the following advantages: efficiency, saving money and time, etc. in the questionnaire, we used closed and open questions, and there are also contact questions to establish a trusting relationship with the respondent.

The general population of our study includes metropolis residents aged 20 to 34 years. The sample included male and female representatives of the metropolis, as it was important for us to find out the differences in the views of both sexes about female beauty. For us, the stage of early maturity was important, the boundaries of which are 20-34 years according to modern standards. This stage is important for us because it is at this age that the courtship period, the search for a partner and the early years of family life occur, so that respondents will be able to adequately assess female beauty.

The objectives of the study are:

- identify the core and periphery of social perceptions of a beautiful woman
- identify the advantages and disadvantages of female beauty
- determine the importance of female beauty in certain areas of life
- establish whether there is a relationship between a woman's character traits and her appearance
- find out what respondents primarily pay attention to when communicating with a woman
- find out what respondents think about the reasons women spend time and money on their appearance
- assess the significance of the requirements for women to take care of their appearance
- determine the degree of influence of external attributes on women's beauty
- compare the opinions of men and women about women's beauty

## RESULTS AND DISCUSSIONS

The majority of respondents (73%) include in the concept of female beauty the external data of a woman: physical data, appearance; figure, correct facial features, proportional body, healthy hair, skin and nails. Nevertheless, many (88%) pointed out that women's beauty is a combination of external and internal beauty, as well as the ability to emphasize these features. A small part of respondents (32%) noted the importance of the mind, arguing that a smart woman is always beautiful.

No less important characteristics of female beauty according to respondents (62%) are: charm, ability to behave, neatness, sexuality.

Next, we asked respondents to rank the personality traits of a beautiful woman according to the degree of significance. From the entire list, we selected 10 traits that were included in the core and periphery of social representations. If we talk about the periphery of social representations, we can distinguish the following features: loyalty in love, a sense of humor, expressive eyes and energy. The periphery represents the changing characteristics of a beautiful woman. For respondents, these qualities are important, but their absence will not play a big role in recognizing the beauty of a certain girl.

It can be concluded that it is important for respondents to have such qualities as: attractive appearance, femininity, developed mind, kindness, health and self-confidence, so that they can call a woman beautiful. The presence of a woman's traits such as loyalty in love, a sense of humor, expressive eyes and energy, is not necessary for respondents to make a woman beautiful in their eyes. Most likely, respondents appreciate how a woman is able to present herself, having a certain set of qualities. For them, external beauty is important, but not in the reference sense, but simply as attractiveness. It can be noted that their social representations are based on a modern socio-psychological approach. Which says that there are no women beautiful and ugly, there are those who can or cannot present themselves correctly. It is interesting to note that only men (22%) identified such a factor as: manipulating people as an advantage of female beauty. Perhaps they had a negative experience with a beautiful woman, and they were influenced by it, perhaps they just so justified their failures, or their opinion is associated with various stereotypes about beautiful women. Also, the majority of respondents (68%), both men (66%) and women (70%), noted that female beauty gives its owner self-confidence. If we talk about the shortcomings of female beauty, the majority of respondents noted the attention of men (52%) and the envy of women (60%). Note that more men than women identify the following disadvantages: frivolity, narcissism and selfishness. It is worth noting that 24% of women highlighted such a

disadvantage as the presence of prejudices about beautiful women, only 6% of men supported this point of view. It is possible that these women respondents have already encountered the manifestations of stereotypes in their lives. In General, we can say that respondents attach a high level of importance to women's beauty both in the economic sphere, in the sphere of interpersonal relations, and in the sphere of personal life. Economic sphere: for the majority of respondents (52%), women's beauty in the economic sphere has an average level of importance. The responses of respondents who supported a rather high and rather low level of importance were equally distributed. The share of such responses was 20%. We can say that for respondents, women's beauty is important in some ways and in some ways not important in the economic sphere. Personal life: most of the respondents (45%) give rather a high level of importance to women's beauty in this area. 21% of all respondents supported the high level of importance of female beauty in the sphere of personal life. We can say that women's beauty has a fairly high level of importance in the personal life of respondents. There was a minority of respondents who did not attach high importance to beauty in this area (4 %).

Interpersonal relationships: the absolute majority of respondents (65%) give rather a high level of importance to female beauty in the sphere of interpersonal relationships. Some respondents (5%) believe that beauty is very important in this area. This may indicate a fairly high level of importance of female beauty for respondents in the interpersonal relations field. It may be easier for respondents to find a common language with girls who look beautiful in their eyes. Consider the distribution of respondents' ratings by criterion: the level of influence of a woman's appearance on her character. The majority of respondents (67%) believe that a woman's appearance has an average level of influence on her character. Among the respondents who chose the answer option: to some extent it affects, to some extent it does not, in the question: "Do you think that a woman's appearance affects her character?" more men (80%) than women (54%). For 32% of women, a woman's appearance has a high level of influence on a woman's character. Only 7% of respondents indicated a low level of influence of appearance on women's character. Note that all respondents who answered that appearance affects a woman's character believe that this is manifested in self-confidence and impudence. They note the following: "If she is beautiful and too self-confident, then naturally she will not have a character, she will behave arrogantly, but many do not even suspect that they are beautiful, so they behave naturally." Respondents noted that the character of an apparently not attractive girl can be many times better than the character of a recognized beauty: "a woman with an attractive appearance can be very self-confident, greedy, and look at others from a high point of view. And

a girl with non - "model" data can be much easier to communicate." The majority of respondents, namely 64%, indicated that character traits affect a woman's appearance to some extent. A third of respondents believe that character traits fully affect a woman's appearance. In general, we can talk about the average level of character influence on appearance. There were no respondents who believe that character traits do not affect a woman's appearance. It is worth noting that the distribution of answers to this question by gender was presented in equal shares, so the overall distribution of answers is presented.

Respondents who noted a high level of influence of character traits on a woman's appearance justified their choice by the following: "If a girl is good with her character, she will not emphasize her appearance too much, her emphasis is already on another", "there are girls who understand that they are beautiful, they do not have an inflated self-esteem, but they do not dress up like a Christmas tree and do not paint much, but there are those who both heels, nails, and clothes are brighter, and their character is rubbish". We can say that, according to respondents, if a girl has a good character, then she understands that she is externally beautiful, so she does not use too many attributes to be beautiful, but simply takes care of herself in moderation.

In our study, we determined what respondents pay attention to when communicating with a first place woman. The majority of respondents (44%) primarily pay attention to a woman's behavior when communicating with her. Almost 36% of respondents pay attention to a woman's face. In the minority, such criteria as: speech (10%), body (4%), clothing (4%) and other (2%).

We can say that the opinions of men and women differed in 2 determinants of perception: face and behavior. The percentage of women (44%) who primarily pay attention to a woman's face when communicating is higher than the percentage of men (28%). And in the determinant of behavior, the situation is the opposite. A higher percentage of men (58%) who primarily pay attention to a woman's behavior when communicating with her is higher than the percentage of women (30%). We can also say that women pay more attention to the speech of the interlocutor (18%) than men (2%). In General, we can say that the determinant of a woman's perception of communication is primarily the behavior of a woman, as well as her face.

## CONCLUSIONS

Life in a modern metropolis requires its residents to comply with certain conditions or certain standards, this applies to behavior, appearance, and lifestyle. A modern woman has a lot of requirements for taking care of her external and spiritual beauty. The body image as a result of mental reflection, as a mental picture of one's own body is subsequently reflected in self-identity, his

attitude to himself, others and therefore relevant to national identity in General. In the modern world, different concepts of female beauty coexist, the core of which includes physical parameters of appearance, differing in the color of the eyes, hair, height, length of legs and arms, waist size and size of the chest and shoulders. The core of ideas about female beauty in our study included such features as: attractive appearance, femininity, developed mind, self-confidence, health and kindness. This may indicate that these traits are ingrained in our culture, in the individual consciousness, and they are the core of social ideas about a beautiful woman. The core represents the stable characteristics of a beautiful woman.

If we talk about the periphery of social representations, we can distinguish the following features: loyalty in love, a sense of humor, expressive eyes and energy. The periphery represents the

changing characteristics of a beautiful woman. That is, these qualities are important for respondents, but their absence will not play a big role in recognizing the beauty of a certain girl.

It is worth noting that no matter what content a person puts in the concept of female beauty, attractive appearance is a good help for women in the process of achieving success, no matter what sphere of life was discussed. Respondents support the point of view that women should pay attention to the care of their appearance, but do not forget about the spiritual component, develop their mental abilities, and have a female trick to emphasize all their advantages. In modern society, the fundamental environmental ecology of physical assessment of human beauty are the reference images of men and women, broadcast by various media.

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