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Convocation speaker addresses advertising and women's health

by Shannon Smith

Dr. Susan Bordo, professor of philosophy and holder of the Singletary Chair of Humanities at the University of Kentucky, was the guest speaker of the Honors Convocation and TRANSITIONS on Oct. 3.

The title of her lecture was "Minding the Body: Interpreting the Cult of Slenderness," in which she discussed in detail the obsession America has with slenderness. Bordo spoke on the effect of advertising's fixation with having incredibly thin models.

BAM (Boycott Anorexic Marketing) argues that advertisements with thin models influence young women to starve themselves in order to imitate these models. Bordo agrees with BAM, but does not all together support their reasoning because she thinks that "no one gets sick from just looking at a picture." It goes much deeper than that.

Society's changing view of women places a strain on the average woman's

perception of herself. What was considered "appealing" in a full-busted woman of the 60s is now considered "full figured."

Women are allowed to have appetites only when they are pregnant. This misconception and unparallelism of women to men encourages anorexia

whirlwind around a woman and cause stress and lack of control on certain subjects. Women feel triumphant if they can control what that they eat and succeed at weight loss.

Currently, the class bias of eating disorders is breaking down. It is on the rise in all socio-economic groups. Men are even having more pressure to diet and be thin, said Bordo.

"Fashion is not about reality, but about ideas and vision," said Bordo. "People must see the difference between the vision and what is right for themselves."

Society worships not only slenderness, but flableness. With the advent of the Gutbuster tummy toners and the Fatbuster diet teas, people are looking for a quick weight fix, said Bordo. "You need the right equipment to have the right body."

"Women are encouraged not to be like their mothers," said Bordo. "Advertisers sell the firm and powerful woman image, in contrast to the soft, fertile, maternal goddess."

"Women think that by controlling their bodies, they can control their lives."

-Dr. Susan Bordo

Bordo showed slides of great pieces of art that focus on voluptuous women as their subjects. In contrast to these images, the Twiggy look of the 60s was presented as a celebration of the waif look: large eyes, solemn expression and skin and bones appearance.

Such topics as supermodel Kate Moss with her skeleton body, and eating disorders—anorexia and bulimia—were addressed.

Eating in public was a topic elaborated on by Bordo. Men are in no way condemned for their hearty appetites.

and/or binging in private with a follow-up of purging.

Propoganda for ice cream desserts and chocolate are endorsed by women who "nibble" on tiny portions, never the big helpings that the men get. Women's cravings are considered to be a "dirty secret," said Bordo.

"Women of today seem to think that if they can control their bodies, they can control their lives," said Bordo. "They want to shape it the way they want to."

Family or everyday problems can

MCA helping Meredith to unwind

by Kimberly Zucker

The executive council for MCA is headed this year by junior, Jan Yow. Yow is a Teaching Fellow majoring in math and getting her certification in secondary education. She loves Meredith and enjoys being involved in all activities, especially MCA. Her biggest concern this year is how to get MCA to better serve the students.

Most of the former members of MCA graduated, so there are many new faces in the group. The other officers are as follows: Jan McNeil, vice-president; Ashley McCormick, secretary; Amy Johnson, treasurer; and Susan Matthews, worship chair.

MCA leads worship and Unwindings. Worship is every Wednesday morning at 10:00, and lasts for about 45 minutes. Each week there are different speakers and it is a time that students can go to relax and replenish themselves. There is no worship ser-

vice on Sundays because MCA wants students to get involved in the Raleigh churches.

Aside from worship, there is Unwindings, which takes place at 8 p.m. every Thursday. They do a range of different activities: bible study, games, speakers, and even lip sync contests.

Yow has not finished planning all the other events for MCA because she is holding a forum first. The first one is Wednesday, Oct. 12 at 6:30 p.m. in the Oak Room. The second is Friday, Oct. 7 at 10 a.m. in Kresge Auditorium.

MCA is having two different forums so that hopefully students will find at least one they can attend. They really want people to come because without student's input, MCA cannot serve Meredith.

One event Yow is sure will be different this year is Religious Empha-

sis Week. Bands will be coming in to play, and different activities will be held each day. Yow said that MCA wants to be sure that something they do pertains to everyone.

"My main goal this year is to better serve the student body. I think the Forum is the best way to get input to see what the students want," Yow said. "We have an enthusiastic group, and a lot can be accomplished when we all work together."

Unwindings:

Thursdays 8 p.m.
Chapel Commons Room

Worship:

Wednesdays 10 a.m.
Cahpel

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