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Ethnography of aesthetic medicine. Woman, body, beauty in the perspective of doctors and patients.

The subject of this dissertation is the presentation of images of the female body based on interviews conducted with two groups of interviewees: patients of aesthetic medicine clinics and doctors of aesthetic medicine. The aim is not only to present the attitudes towards women's bodies and their appearance, based on these ideas, that exist in the world of aesthetic medicine but also to analyze and interpret them through the prism of anthropological categories, such as body, femininity, beauty, thanks to which ideas and attitudes reveal important cultural meanings. The concepts developed in medical anthropology, a young sub-discipline of cultural anthropology, are also helpful in examining phenomena and processes from the "world of medicine" according to humanistic scientific erudition. The confrontation of the professional female doctor's perspective with the unprofessional, common sense, and colloquial point of view of patients seem to be one of the most important elements of the work exploring the problem of women's participation in the "aesthetic-medical enterprise". It remains important to present the most important categories constituting the contemporary definition of beauty and the categories connected with it. It will also be presented which socio-cultural phenomena play a special role in creating a particular appearance of a woman's body.

Part 1 of the dissertation - *Methodology, informants, adventures in theory and sampling* - will introduce the informants: patients and physicians; it will also point out the factors that made the field research possible in the aesthetic medicine community, but also the problems during the collection of the research material. This is also a chapter about the misconceptions, but also about the transformations that made it possible to complete the field research and write the dissertation.

Chapter 2 - *Medical anthropology as a research perspective* - describes the issues: what does medical anthropology - a young sub-discipline of socio-cultural anthropology - do. The following concepts are operationalized: medical anthropology, anthropology in medicine, anthropology of medicine, the medical system and its sectors, and two basic dimensions of

Anna Figiel

disease constituting the discipline: *disease* and *illness*. The remaining parts of the paper are the presentation, analysis, and interpretation of the research material.

Chapter 3 Towards an Ethnography of Aesthetic Medicine presents the world of aesthetic medicine from an empirical perspective, as well as the position this profession occupies among other medical disciplines. The most important factors influencing the expansionism and ubiquity of aesthetic medicine and its relations with the commercial world are indicated. The "new" social roles of the patient and the doctor are presented in this part of the paper.

The fourth part, *Violence and the Disciplining of the Female Body* attempts to analyze ethnographic material that shows manifestations of the disciplining of female physicality. The interpretation of the field material is based on theories developed by such thinkers as Michael Foucault and Pierre Bourdieu.

Chapter 5 - *A New Anthropological Atlas of the Female Body* - is presented in dictionary form and attempts to create a new "semantic or cultural topography" of the female body. This section of the dissertation is inspired by Adam Paluch's *Ethnological Atlas of the Human Body and Disease*. In this part of the text, the author compares the world of folk imagery with the worldview of aesthetic medicine.

The last chapter – *Mirror, tell me, who is the most beautiful in the world? The Medialized and Medicalized Terror of Beauty, Health and Youth* - presents such concepts as medicalization, its types and scope, and the medicalization of appearance. Both concepts are presented in the context of ongoing anthropological analyses. From the perspective of medical anthropology and based on field material, the author describes the social category of health, looking at its new definitions and ranges of meanings.

The conclusion of the paper summarizes the main findings. Analysis of the research material indicates that this is an area where common sense and colloquial perceptions are often built on false messages and opinions. The field research conducted can be extremely valuable and useful to a variety of academic disciplines and other areas: the medical community at large; business; representatives of the media world; women struggling with cultural expectations; men; and anyone interested in what the world of medical perceptions looks like from the inside. The work allows us to go beyond stereotypical opinions - both negative and positive - about this environment, but also tames and brings the world of aesthetic medicine closer.

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