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Resumo

With the largest recovery of healthy eating and the growing interest of people in relation to diet and body image, we observe the onset of eating disorders, as orthorexia, and the media as a space of disclosure of a perfect body standard and the magic of fad diets. It is a qualitative research that meets the proposed doctoral program with publishable results in book chapters or journal articles. The articles are linked by a thematic trajectory of constructing of healthy eating conceptions that permeates the whole of the diets and eating disorders in contemporary society. The methodology follows the theoretical and conceptual framework for the analysis of various elements selected from the field during the research, with semiotic analysis techniques, literature review and interpretative analysis, with analogy between distinct cultural systems. In the first publication, *Fad diets: an endless and uninterrupted process ...*, were analyzed and discussed fad diets in print magazines and their relationship with the consumer society. In a second step, it was necessary to understand the charm that fad diets raise in current world. This article, *Fad Diets: the sorcerer, magic and its symbolic efficacy* corresponds a discussion of the magic fad diets in nowadays, drawing an analogy with two texts by Claude Lévi-Strauss. The third article, *Orthorexia: the (mis)match between health and illness*, questions the concept of healthy eating which leads to orthorexia. These article presents a biopsychosocial approach through literature review and conceptual reflection of what health is, according to Georges Canguilhem, exploring the concepts of medicalization, biopower and biopolitics of Michel Foucault. The fad diets are an alternative, miracle or magic. The fashion and its principles of ephemerality, seduction and differentiation that will drive the opinion, especially the women, to consume the diet evidenced by the media, backed by scientific discourse, part of an endless and uninterrupted process for search the “perfect body” and the “healthy living”. The elements of fad diets, for the common sense, form a network of enchantment compared to magic rituals described by Lévi-Strauss, as the roles of the sorcerer and bewitched, which are organized around the prosecution to show the effectiveness of a spell in some villages, and the health professionals in these magazines who are legitimated by knowledge, and the bewitched consumers of magazines who

show surprising results that reinforce the idea of healthy eating as something magical, in the current world. Subsequently, the orthorexia is the exacerbation of the benefits of a healthy diet. The people assume eating practices to detox the body from the purity of food, using a rigorous discipline and control of daily food, and creating dietary standards that lead to isolation and illness, the meaning of health as a power for the construction and adaptation of standards for the good living. The spread of the biopower and biopolitics favors the restriction of a scheme of life, based on the control and safety. The individual is responsible for their choices and illness because it could ward off the health risks with the medicalization, or with a healthy diet to cleanse the evils.