Investigating the role of body management in social identification of women in Tehran (Female employees of the municipality of region 21)

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ABSTRACT: Coverage and management of the body are important issues that play an essential role today in the culture of society and even the politics of the state. If people in the "especially women" community can have a comprehensive, realistic and responsible understanding of their social identities, they are less exposed to propaganda claims than mere consumption, and thus, along with thinking about body management as an important aesthetic issue, It will focus on its implications and other dimensions, especially in cases of family consolidation and social cohesion. Therefore, the purpose of this study was to investigate the role of body management in social identification of women (female employees of municipality district 21) in Tehran. The method of this study was survey. The statistical population of this study was female municipality employees of district 21 of Tehran (500 people). 200 individuals were selected as samples based on Morgan's table. Data were gathered using a researcher-made social identification and body management questionnaire. Descriptive statistics method was used to summarize and categorize the data. For analyzing the findings, Pearson correlation coefficient was used using spss21 software at the significance level of 0.05. The results showed that there was a significant correlation between type of body management and gender characteristics ($r = 0.410$, $p < 0.04$), body management type and cultural attitude ($p < 0.05$, $r = 0.112$), Type of body and family management ($p < 0.05$, $r = 0.273$), And type of body management and rule of law ($p < 0.05$ and $r = 0.347$) have a positive correlation. However, there was a negative correlation between body type and religious practices ($p < 0.05$ and $r = -181$).

Keywords: Body management, Social identification of women, Municipal women employees.

INTRODUCTION

The management of the body today is one of the most important issues in the cultural and social studies of societies. This is linked to the aesthetic aspects as well as to the ideological aspects and social values. A look at the hierarchy of social values of different societies in different periods shows that beauty is one of the most important social values with many different manifestations and effects, and it is often emphasized. So that exclusion from it can be sociologically deprived of many social benefits and psychologically disruptive people and negative consequences thereafter. This value can be gained along with other important values in various ways (19). In addition, the subject of body management has economic dimensions. As a large part of the speculative struggle of the world's business centers is associated with this issue. The condition of the body in the consumer society entails a commercial, dramatic and cosmetic interest in it. In this community, the body should be fit, lean and young. In our society, the phenomenon of the formation of girls and women in the social environment and the use of clothing, in which three sticky, short, and organically distinctive features are clearly visible, is determined by the social, normative, customary and legal context of the society Each type of man and woman define each other within the framework of the formation of a family, which is manifested in the conflict, and therefore its attention is within the context of a culture of great

importance (11). Paying attention to "self" is a longstanding issue in the cultural history of mankind, in such a way that humans have always tended to present a generally acceptable and acceptable show of their own. But this important, in modern societies, has come to the fore. So that an important part of the social identity of the community is based on the drama that it presents itself with, and in particular, its management of the body. The phenomenon of body management, in addition to social, cultural and economic dimensions, also has gender dimensions. In other words, there are similarities and differences between the tendencies of women and men to manage the body in order to obtain a socially acceptable status. Today, people of different classes show increasing attention to the body and its external appearance. So that all (especially women), body, face and physics change their appearance in accordance with the beautiful patterns of propaganda and community acceptance. Controlling the body and paying attention to its composition, decoration, and externality are a tool that allows people, especially women, to maintain a certain narrative of personal identity and to expose it to others watching. Thus, the body's culture expresses the increasing importance that the body has found as the focal point for engagement and rethinking of one's self (9). In recent decades, many scholars have convinced that current societies are shifting their direction from production to consumption.

Consumption for the continuation of capitalization is a very important component, and in particular in later capitalism, it is not the motivation for survival, but the desire to have the ability to buy consumer goods that leads people to work and productive activity. (12). Growth in the middle class and increased purchasing power are two categories that have contributed to the growth of the concept of consumerism and the diminution of other class values. In contemporary critical theories, the subject of body management has been the subject of discussion. In line with the changes and the growth of the middle class and the increase in purchasing power, the class boundaries became more and more diminished, and the restoration of these boundaries by groups and social classes through consumption, fueled this process and its transformations. Thus, the consumption approach turned into symbolic action for the loss of class differentials in which the consumption of objects, not according to Marx, was due to their value, but because of their symbolic meaning. In this sense, consumption was more based on desire, desire, satisfaction, self-preservation and self-assertion rather than the need. From this point of view, consumption became an activity aimed at the acquisition, preservation, restoration and confirmation of individual and social identities, and as an analytical tool, the place of categories and differentiations based on production, class and gender (5). Identity is what the individual is aware of and must be constantly and routinely created and protected and supported in his reflective and retrospective activities. In this regard, "women's identity" is a historical, cultural and social concept. Women are divided into different individuals, groups and classes. They live and change like men in the context of social and cultural relations and power relations. Identity, both in the individual and in the social dimension, is constantly changing, in other words, the complex process, which is formed in the interaction of the individual and the community in the context of personal and social relations and the relations of power, is produced and reproduced and transformed. . But social identity refers to the existence of a group of organized behaviors that are socially similar in the same way, and identification of social identities is an attempt to analyze the patterns of repetitive actions and group attitudes. In the traditional society, the basis for the social identity of individuals is attributed attributes. But in modern societies, there are two main approaches to the basis of the formation of social identity: in the first approach, the position of a person in the production system, whose crystallization in the concept of class is the basis of social identity, and in the newer approach to the type and style of behavior and actions Consumption is the basis of the formation of social identity and the basis of social distinctions. Consequently, if lifestyle is one of the main frameworks for organizing and influencing social identities, then these lifestyles are created essentially from the perspective of constantly changing apparent levels (11).

During the past century, the Iranian community has undergone a relatively rapid pace of transition from traditional society to a modern society. In this historical process, the identity of the changing citizens from the traditional man to modern man in the form of change in behavior, beliefs, attitudes, symbols and the image of opinions can be studied and studied. One of the most significant effects of this behavioral and symbolic change is the transformation in body management.

Adibi Sadeh and Jalali Kordi (1392) examined the relationship between body management and social identity among young girls aged 18-30 years old in Sari. The results showed that the mean score of male body management is lower than that of female girls, and girls are more likely to monitor their apparent and visible surfaces (5).

Ekhlasi (2007) in a research on the theoretical study of the foundations of the Persian community and its accessories with an emphasis on the Iranian society through a descriptive analysis and using the library method, outlines the importance of the body in consumer culture and the distance from the natural body and form The social body for them, through the application of cosmetic procedures in the public domain, has addressed the concept of consumer culture and physical capital, as well as Giddens and Bourdieu's ideas, women's physical identity, dramatic performance, and differentiation. It is analyzed (3). The results of Swami (2010) indicated a significant difference

between beauty ideals and physical dissatisfaction among different regions. Age, BMI, and Western media predicted body weight ideals. In general, physical dissatisfaction and the tendency to slip between areas with high socio-economic bases are very common, which has become a problem (14). Markstrom (2011) conducted a study titled "Identity Development for Indian Teachers" on ethnic, national and global considerations. Based on the results of this research, an intellectual model is emerging that links the formation of the identity of American Indian teenagers according to three levels of social, local, national, and global influence over identity, dynamic identity, and influential sources. The American Indian ethnic identity is embedded in the local cultural environment and includes an array of organized dimensions of identification, communication and culture (spirituality). The national or social level brings about the complexity of double-cultural, multicultural, and heterogeneous identities. There is little knowledge of the universal concept of the formation of identity for Indian teenagers (13). Movafaghian (2014) In a study on the presence of athlete women in the team skating rink and its impact on choosing the type of body covering, participants in this field of sport are largely interested in correcting and correcting body imperfections through participation in Matches and exercises, and this group is much more accurate than non-athletics to their body. The sport as a powerful variable has a great influence on determining the future style of life, ethics, health and performance, and the attitude of athletes towards diets and the transformation of body management (12).

A review of previous research in this area also suggests that body management is one of the issues that has been addressed more often in recent years, but this research has been limited and more focused on the relationship between body management and other factors. It has been done in students and it can be said that such research has not been carried out in the municipality. In spite of this importance, little research findings reveal the need for Iranian society. It is expected that by conducting such studies, new horizons will be opened up to policy makers and social and cultural planners of the country, and from a mental perspective, they will gain a more objective look. According to the above, the question arises as to how the pattern of body management among women as the ones who above all represents these changes, and how body and body appearance play in the identification of women. Does it make Therefore, the subject of body management is one of the new subjects in sociological discussions that researchers seek to discover the factors affecting it on the one hand and the impact of this component on other factors on the other. Also, the innovation of the present research is that, using its results, one can find a better understanding of the social identification of women and help them to show better self-confidence in the workplace and society so that It could be a small contribution to the development of women's perceptions and behavior in the country.

Methodology

The method of this study is survey because some of the information is being studied and reviewed by respondents. Body management and social identification are both composed of several components and dimensions, each of which is examined through field scanning. The statistical community is the real members who are interested in generalizing our research findings. The statistical population of this research includes all female municipality employees in district 21 of Tehran (500 people). Of which, according to the Morgan table, 200 individuals are randomly selected as samples. A variable is an attribute or attribute that varies from person to person or from something to another. An independent variable (criterion) is referred to as a variable through which the dependent variable or predictor is specified. A variable is a variable that is manipulated, measured, or chosen by the researcher to evaluate its impact or relation with another variable (8). In the present study, body management is an independent variable and social identification is dependent variables. Given the importance of body management as a socially differentiated action and behavior in the contemporary era, and the active role of activists in this field, which is affected by their different capital, the present research is based on the theory Giddens is. From the point of view, systematic control of the body is one of the basic means by which a person preserves a certain narrative of personal identity, while at the same time he himself is more or less exposed to watching others through this narrative (12). In this model, body management is shown as an independent variable and social identification as an associated variable.
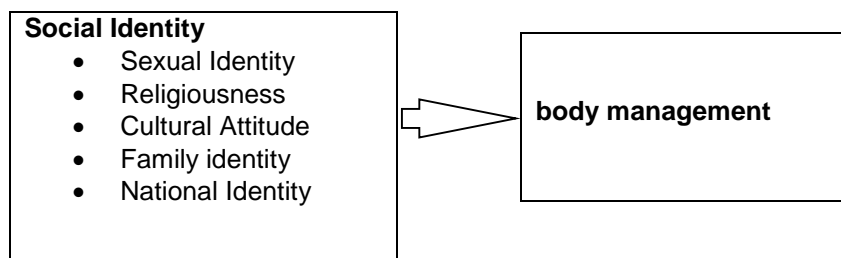

Figure 1. Conceptual model of research

In this research, library and survey method has been used to collect information. A questionnaire, which is a direct method for research, is used to receive information from the community. In order to collect information about the subject, the articles and endnotes and scientific books related to the subject and other library-computer resources have been used. A researcher-made Social Identity Questionnaire is used to investigate and test the research questions. This questionnaire contains 5 items. A researcher-made body management questionnaire containing 22 questions.

Table 1. Social Identity Components

Component	questions
Gender attribute	24.26.33.34.35
Religious practices	21.22.26.28.29.30
Cultural Attitude	2.3.6.7.8.9.12.14.15.19.20
Orbital family	17.18.23.25.31.32
The rule of law	1.4.5.10.11.13.16

Trustworthiness shows that the measurements under the same conditions give the same results. Before the final implementation of the questionnaire, a questionnaire was carried out to ensure its feasibility. In order to determine the reliability or reliability of the instrument, a two-week interval test method is used and the Cronbach's alpha coefficient is used to examine the internal consistency. In order to do this research, in order to carry out the research, the researcher first came to the library resources and, after collecting the information required for the research, prepared a questionnaire with the research design and after coordination with the authorities And providing the necessary explanations regarding the subject matter and obtaining the consent of the municipality officials in area 21 of Tehran, a questionnaire with complete supervision of the researcher is distributed and answered by the subjects. After completing the questionnaires by the subjects, they It aggregates. Then the questionnaires are extracted and encoded and analyzed by appropriate statistical methods after entering data into the computer. To analyze the data, descriptive statistics were used to describe the demographic characteristics of the subjects in the form of tables and graphs. Pearson correlation coefficient test was used to test the research hypotheses using SPSS software version 21. Axel software was used to draw charts.

Results

The main objective of this study was to investigate the role of body management in social identification (female employees of municipality of district 21) in Tehran. Therefore, after completing the questionnaire by the subjects, the data were analyzed. The findings from statistical analyzes are reflected in this chapter. The results showed that the percentage of participants was over 46 years of age. The majority of the participants in this study are between 26-35 years old. The findings showed that %4 of participants had lower diplomas, %33 had undergraduate degrees, %49 had undergraduate degrees, and 14% had graduate degrees or higher.

%82 of the participants were married and %18 of the participants were single people. A small percentage of participants are people with a history of more than 15 years and the main service record of participants in this research was between 6-10 years. Prior to testing the research hypotheses, the status of the distribution of data related to the variables of the research was studied. For this purpose, K-S test was used. As the results show, p was obtained for the variables of the type of body management, gender characteristics, religious practices, cultural attitudes, family history and rule of law above 0.05. So we concluded that the distribution of data is normal.

Table 2. Results of the Kalomogrov-Smirnov test

Variable	Z	P	Distribution
Type of body management	0.842	0.477	normal
Gender Features	0.375	0.125	normal
Religious practices	0.870	0.219	normal
Cultural Attitude	0.708	0.679	normal
Orbital family	0.645	0.182	normal
The rule of law	0.742	0.563	normal

The results of the first zero hypothesis test showed that since value p is less than the significance level ($\alpha < 0/05$), then the assumption is zero (H_0), and the assumption is opposite, that is, between the type of body management and the characteristic There are significant relationships between female employees of district 21.

Table 3. Results of Pearson correlation coefficient of the first hypothesis

		body management
	correlation coefficient	0.410
Gender Features	significance level	0.000
	Number	200

In the study of the second hypothesis, since the value of p is less than the significance level (α <0/05), the hypothesis is zero (H_0) and the assumption is opposite, that is, between the type of body management and religious practices (female employees of the municipality of the region 21) There is a significant relationship. The results indicated that the higher the student's score and the degree of religiosity in the higher order, the same as the importance of the management of the body in them decreases and vice versa. In examining the third hypothesis, the value of p is less than the significance level (α <0/05), so the assumption is zero (H0) and the assumption is opposite, that is, between the type of body management and cultural attitude (female employees of the municipality of the region 21) There is a significant relationship. The Pearson correlation analysis was used to investigate the relationship between body management and family bias in the fourth hypothesis. Since the value of p is less than the significance level (α <0/05), the hypothesis is zero (H_0) and its assumption is confirmed, that is, between the body management and the family of the women (female employees of the municipality of district 21) There is.

The result of the relationship between body management and women's law and order showed that since the value of p is less than the significance level (α <0/05), then the assumption is zero (H0) and the opposite is confirmed, that is, between There is a meaningful relationship between female bodywork and women's law enforcement (female employees of district 21).

Discussion and conclusion

The purpose of this study was to investigate the role of body management in social identification (female employees of the municipality of district 21) in Tehran. In the first chapter of the research, presenting the introduction, the issue, the necessity and necessity of this research, the goals, questions and limitations of the research were discussed. The results of statistical analysis of the data showed that there is a positive and significant correlation between type of body management and gender characteristics (female employees of district 21), but the correlation is not strong (p <0.05 and r = 0.410) This finding is in line with the results of the Adibi Sedeh and Jalali kordi (1392), shekarbeigi and Amiri (2011), Ekhlasi (1389). In relation to this finding, the title of the main source of determining the meaning of everything is the appearance of that thing. And secondly, the members of modern culture who have found the importance of appearances are of great importance to the supervision and care of their appearances. Thus, the body and its appearances are the evolution of identity among young people It means that as soon as the environment of social activities of human beings differs from the traditional one, people become more responsible for designing their own bodies. That is, in today's world, body management is a media for Personal identity has become. In the modern world of modernity, humans make every effort to make their bodies body attractive and showcase their own body, identity and cyst among others. They set up a body that carries and displays styles of life and forms of identity of individuals. In this regard, women are more careful about their beauty and appearance, and what they look like, and they show a higher sensitivity and rhythm. This attention requires them to adopt behaviors in order to adapt to the patterns of purpose. On the other hand, in today's world, there are distinctive symbols of people in the consumption of goods and equipment, namely, consumption focused on the identity of individuals, hence, with the involvement of the present-day human being in the field of consumption they differentiate them from others, so that With the use of a variety of cosmetics, clothes, and ... . people express what they are and what they do not do, and thus they show their identity. On the other hand, Media-Media, which are the source of good news, attract people's attention to messages that fascinate them and make them beautiful in the community, so that the audience either directly receives those messages and acts according to them. Or otherwise resist the messages against them and do not differ from them. It seems reasonable to consider the above story.

The second hypothesis showed that the correlation between type of body management and religious practices is significant and negative (p <0.05 and r = -0.181). However, this relationship is not strong. According to the results of Adibi Sedeh and Jalali Kordi (1392), Shekarbeigi And Amiri (2011), Ekhlasi (1389). This finding can be explained, according to Giddens' view, that reducing society's dependence on religion and increasing its dependence on science has led to the manipulation of physiology in the body. That at the same time, with the weakening of the fundamentals and social identity, the body finds more and more importance in the identification of individuals, as well as sincerity and sacrifice stipulate that simultaneously and with the loosening of the nobility The religious orientation and social identity of the body find more and more important in the identification of individuals. In describing the variable of media consumption, the external pressures are used to coordinate with the specific methods of the desired body with

The spread of advertisements and women's magazines that target women has a direct relationship. Given the role and place of religion in Iranian society, this hypothesis can be further investigated.

In relation to the third hypothesis, the statistical analysis of the data showed that there is a significant positive correlation between the type of body management and cultural attitude (female employees of the municipality of district 21), (p <0.05 and r = 0.112), But this relationship is not very strong. This finding is consistent with the results of Adibi Sedeh and Jalali Kordi (1392), Adibi Sedeh & et al (2011), Shekarbeigi and Amiri (2011), Fatehi and Ekhlasi (1387) in relation to the relationship between cultural attitude and body management, inspired by Bourdieu's views, it can be said that modern world has a cultural text in which cultural elements Show on The type of music, film type, clothing and clothing, makeup, body appearance and all the tools that can be used as role-playing media, such as the cultural and eclectic media, are identity elements that individuals display by displaying their identity. The cultural consumption of human beings is conscious of the way in which they deal with their body and appearance, which is fashionable and admirable to other people. For this reason, always on the body and appearance of work It takes place continuously so that they can maintain their differences with others. Also, in the last decade, wrap-up with fashionable clothing, makeup and adornment, the use of a variety of diets, pharmaceuticals and other types of choices, including the type of communication and behaviors, presence in a variety of public and private spaces, carrying out activities Different leisure and cultural uses that are related to the body, which make it possible to create a superb image of self, is openly open to all. Therefore, the total of the above content can be present as a possible reason.

The fourth hypothesis of the present study showed that there is a significant positive correlation between type of body management and family planning (female employees of municipality district 21) in Tehran (r = 0/273 and p <0.05) In relation to this finding, one can state that social identity makes social communication possible, but also makes people's lives meaningless. Identity is not only a process for self-knowledge of social activists, Instead, meaningfulness is also done through it. Thus, some theorists emphasize the definition and conceptualization of identity, for example, Manuel Castells identifies identity as "the process of sacred The concept of meaning is defined on the basis of a cultural attribute with a category of cultural attributes superior to other sources of meaning. In his opinion, as the roles are organized, identities are also meaning On the other hand, it is one of the factors influencing the identity of self-knowledge or self-knowledge which in science also refers to the term "management of the body". Therefore, the person has a comprehensive understanding of himself and his identity. It is possible to pay attention to the family of the family and, in fact, it has a more orphaned family.

Analysis of the fifth hypothesis of the present study showed that there is a significant positive correlation between type of body management and lawmaking (female employees of municipality of district 21) in Tehran (r = 0/347 and p <0.05) The forum in the definition of man states that human beings are animals that can "tell me." As a distinct personality, self-consciousness is an animal that does not go beyond nature and has no self-awareness, does not need to understand identity. Being separated from nature and giving himself and thought to him, he needs to understand himself and say "I am," because he is not forced to live but lives. One man evolves from the primitive conjunctions that attach him to mother and nature, the person who senses himself to the mother in the early months of life, "I" can not say and he does not need it, and because he was able to recognize the separation and difference of the external environment, he recognizes himself as a distinct existential and uses the word "me" in reference to himself. The forum believes that If the relationships created between the individual and the society and the human nature are imaginative and harmonious, the constructive relationships of man will be healthy relations. That part of a man who possesses self-awareness, reasoning, and illustration is inevitably faced with the circumstances surrounding him in order to orient it towards his own nature. In other words, it is inevitably bound by law.

According to the first hypothesis test, the existence of a positive and significant relationship between the type of body management and gender characteristics can be drawn to the management of the body in order to increase self-esteem and more efficiency. Considering the result obtained from the test of the second hypothesis that there is a negative relationship between the type of body management and religious practices, one can consider the authorities and women with a deeper perspective on religious issues.

According to the third hypothesis test, the relationship between the type of body management and the cultural attitude is suggested. The authorities pay more attention to cultural issues among women. Considering the result of the fourth hypothesis that there is a relationship between the type of body management and family management, one can suggest that the authorities should pay homage to preserve the family's foundation on the cultural and aesthetic issues of women. Considering the result of the fourth hypothesis that there is a correlation between the type of body management and the rule of law, it is possible for the authorities to pay more attention to the management of the body and the social identification of female employees in order to better address the legal issues. It is suggested that the relationship between type of body management and social identification of women be considered from the point of view of different groups of society. It is also suggested that the relationship between the

type of body management and the social identity of women be compared from the point of view of different groups of society.

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