



Woman in Culture and Arts

Factors Affecting the Choice of Women's Community Clothing with Foucault and Giddens Body Management Approach (Case Study: Women Aged 20 to 30 in Tehran)

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Article Info	ABSTRACT
Article type:	Introduction
Research Article	<p>Man is defined as a corporeal agent by the management of the body and its relationship with the social and cultural domains (sociology of the body). In other words, the body is the determining factor in human consciousness and being in the world. The problem is to understand the relationship between body management and the choice of social clothing (clothes that can be used outside the home, in line with customary standards) from a sociological perspective. A symbolic arrangement of clothing is arranged on the body and is influenced by social events. With human socialization, his body is defined as a tool for social control and some bodily actions become important. Choosing the appropriate type of apparel is directly correlated with body management, which involves the continuous monitoring and manipulation of appearance features. Question: In the context of Foucault and Giddens' body management approach, what are the factors that influence the selection of women's social clothing? The objective of the study is to determine the factors that influence the selection of social attire for women in order to showcase their bodies in accordance with the body management approach.</p>
Article history:	<p>The article "Sociology of Body and Female Body" by Ahmadnia (2006) and the book <i>Consumption and Lifestyle</i> by Fazli (2003) both address the condition of women in terms of their mental and physical health, as well as their feelings of satisfaction and appearance. Filmer (2010), in the article "Women's Body Shape in Fashion Illustration", examines the female body shape in the West and in Asia and Africa and the mandatory laws. Filmer (2010) in his thesis "Female body shape: to achieve body shape in fashion" and Widman (2014) in the book "Imagination of current fashion" deal with the types of body shape in their society.</p>
Received: 10 August 2023	<p>Question: In the context of Foucault and Giddens' body management approach, what are the factors that influence the selection of women's social clothing? The hypothesis is that the women's community in Tehran's selection of attire can be analyzed from the perspective of Foucault and Giddens' body management.</p>
Received in revised form: 11	Methodology
November 2023	<p>The research method involves the collection of information, library, and field, as well as the analysis, correlation, and survey. The sample size of 384 women in Tehran city is the statistical population of women aged 20 to 30, and the data was collected using a researcher-made questionnaire using a straightforward random method. Based on this, the Cronbach's alpha coefficient, calculation, and questionnaire reliability were all confirmed at 0.898 and 0.817, respectively. The hypotheses were tested using Pearson's correlation coefficient analysis, which is a symmetrical index. That is, the dependent variable can be calculated on</p>
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the basis of the independent variable and the independent variable can be calculated on the basis of the dependent variable, and the results of both are the same. The correlation value of this index fluctuates between +1 and -1. If it is precisely equal to +1, it suggests a complete positive correlation between the variables, while if it is equal to -1, it indicates a complete negative correlation. A value less than 0.5 is regarded as low, a value between 0.5 and 0.75 is moderate, and a value above 0.75 is regarded as robust.

Results

Body management is variable in social structures. Sometimes the choice of social clothing is to match the thinking of others in the society and as a tool of power; Sometimes it is to achieve positive acceptances and in line with social activities. The results of the two-by-two correlation coefficients between the dimensions of factors affecting the choice of social clothing among the women of Tehran, as viewed by Foucault and Giddens, all yielded a significant value less than 0.05. Therefore, the existence of a two-by-two correlation between the social factors affecting the choice of women's social clothing was verified with the five factors in the opinions of Foucault and Giddens. In accordance with the five variables of Foucault and Giddens body management theory, the survey conducted revealed that: 1. According to Foucault, the mutual effects of the body and society increase individuals' self-assurance. The type of clothing worn by women attracts the attention of others, which in turn enhances their sense of inner fortitude. From Giddens' point of view, the mutual effects of the body and society facilitate and enhance social actions, as women believe that the type of clothing they wear increases the respect they receive from society. Also, the type of clothing makes it easier for them to interact with others, which, of course, according to the four categories of declared clothing, the amount of percentages in accepting this matter is different. 2. The reflection of men's thinking in the selection of social clothing is important to the extent that men have the ability to influence the choice of women's clothing, as a result of Foucault's discussion of sexuality and population control for women. From Giddens' point of view, this issue is due to the wearing of revealing clothes and defining them as a lady's clothes. 3- In relation to the issue of individual distinctions and creating a submissive body from Foucault's point of view, women look for clothes that distinguish them from others and suit their personality. Giddens' point of view on this subject is that women select clothing that reflects a well-rounded personality. 4. Foucault's perspective on the issue of self-decoration with clothes and the expression of women's power is that it is rooted in the display of women's bodies in society and the use of clothing as a means of showcasing one's power. But from Giddens's point of view, this factor is equal to concealing/revealing physical features, seeking to define society's clothing in such a way that it is based on covering body defects and showing beauty. 5. According to Foucault and Giddens, the selection of women's clothing based on their physical characteristics is a matter of political dominance and desirable morphology, as it is intended to enhance their appearance by making them appear taller and thinner. Because of this, they frequently employ somber colors.

Conclusion

This research explores social factors affecting women's clothing choices, focusing on five key elements: body-society interaction, sexuality, creation of a submissive body, self-decoration through clothing, and political dominance. The theories of Foucault and Giddens substantiate these factors, which are consistent with Ermaki and Chavoshian's article "Body as a Media of Identity," which establishes a connection between identity manifestations and cultural elements. Ahmadnia's research on the sociology of the body and self-decoration

supports these findings, emphasizing the correlation between personal satisfaction with physical and mental health and clothing. Fatehi and Ekhlasi's article on body management and social acceptance, as well as Mahdavi and Abbasi Esfjir's study on body control and influencing factors, reinforce the significance of body management's social implications. Additionally, the findings are substantiated by sociological research on clothing and gender, including that conducted by Jafari et al. and Rostami and Rad. The research concludes with a recommendation to further examine body management from diverse theoretical viewpoints and across various groups, including women, children, and men, to gain a comprehensive understanding of the subject.

Conflict of Interest

This research is entirely independent and has not incorporated any financial resources from any organization. In addition, the results of the research are presented in full honesty.

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