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Nota di contenuto	The Body-Image-Meaning-Transfer Model; ABSTRACT; ACKNOWLEDGEMENTS; TABLE OF CONTENTS; TABLE OF FIGURES; 1. INTRODUCTION; 2. SELF, IDENTITY, AND MEANING-TRANSFER IN CONSUMER BEHAVIOUR; 2.1. BODY-IMAGE MEANING-TRANSFER; 3. APPROACHES AGAINST THE CURRENT MAINSTREAM BODY-IMAGE; 3.1. BANS AGAINST DELUSIVE, SURREAL BODY-IMAGES; 3.2. CAMPAIGNS ON HEALTHIER BODY-IMAGES; 3.3. CAN MAINSTREAM BIMT BE CHANGED THROUGH THESE CAMPAIGNS?; 4. RESEARCH METHODOLOGY; 5. ANALYSIS AND FINDINGS; 6. CONCLUSION AND RECOMMENDATIONS; 7. LIMITATIONS AND FURTHER RESEARCH; 8. BIBLIOGRAPHY; 9. APPENDICES APPENDIX A: FOCUS GROUP DISCUSSION QUESTIONS APPENDIX B: QUESTIONNAIRE; APPENDIX C1: FINDINGS GROUP A (UK); APPENDIX C2: FINDINGS GROUP B (GERMANY); APPENDIX D: QUANTITATIVE DATA GENERATED BY QUESTIONNAIRE
Sommario/riassunto	This book deals with the impact of the sociocultural environment on body-image in Western consumer culture. Based on McCracken's (1986) meaning-transfer model, the author has created a body-image meaning-transfer (BIMT) model. It suggests how cultural discourse and interactions can shape individual consumers' understanding of socially 'good' and 'bad' bodies. It emphasizes the notable impact of mainstream advertising, media, and celebrity culture that commonly

promote a thin-and-muscular beauty-ideal, and the process of normalization which implies feelings of guilt, anxiety, public observation

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