Reflect & Write: Women’s Body Image Distortion


Envision Connection: Use in conjunction with Chapter 12

Background: Pirkko Markula is on the faculty of the University of Bath, where he specializes in the study of feminism and fitness culture. He is the editor of *Feminist Sports Studies* (2005), a collection of essays written by prominent researchers in sociology, psychology and sports history. He and his colleague Jim Denison also co-edited *Moving Writing, Crafting Movement in Sports Research* (2003).

Reflect & Write

- In this article, Pirkko Markula not only argues his position but also does so through talking about his own process of research, forming hypotheses, and reevaluating their validity. Does this structure help make the overall argument effective? If so, how?

- Why does Markula specifically opt to describe the background of the magazine from which each article comes? How would his overall argument have changed, if at all, had he not provided this background information? Was it necessary? Why or why not?

- Markula combines primary research with fitness magazines with a strong framework that relies on the work of theorist Michel Foucault. Does this union of research with theory produce a persuasive argument?

- Write: Select a recent fitness magazine and write an essay in which you either support, modify, or refute Markula’s argument through your own examples and analysis.