Social expression of body shaming among University's students.
(A case study of NUML)

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Quaid-i-Azam University
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Final Approval of Thesis

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This is to certify that we have read the thesis submitted by Miss Sonia Kanwal. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by Quaid-i-Azam University, Islamabad for the award of the degree of "MSc in Anthropology".

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DEDICATION

This thesis is dedicated

to my beloved daughter

Miraal Malik

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Abstract

 In this study entitled "social expression of Body shaming among university's students" an attempt has been made by the researcher to explore the social expression of body shaming among the students at National university of Modern languages. The researcher tried to examine various aspects of body shaming among students. This research has been conducted while using qualitative methodology and interpretive paradigm of social research. The whole phenomenon of body shaming was figured out holistically. Purposive, convenience and multistage sampling have been used in this study and sample size of this study was 22. Several, methods tools, and techniques were used for data acquisition. These include observation, in-depth interviews, jotting, and audio recording etc. The duration of this research was four months.

This study carried three objectives. The researcher explored various types of body shaming in order to address first objective. She explored body shaming based on body size, skin complexion, height, facial features, and other physical features. The perception of students about each type of body shaming and offensive names which were used for degradation of those students who were facing body shamming were explored. Second objective of this study was to figure out causes of body shaming among students. Cultural factors of body shaming were explored during this research. The role of media, cosmetic industry, and other factors which were fuelling body shaming were figure out. Final objective of this research dealt with disturbance created in the lives of students by body shaming. The disturbance due to body shaming in Social life, the negative of impacts of body shaming in psychological health, the drawbacks of body shaming in physical health, and eating disorders were explored during this stud

Chapter 1

1 Introduction

Our world is shrinking day by day. Globalization is making its path to almost every society through the mass production and usage of technologies. These technologies include televisions, internets and electronic communications and these technologies flow from western world to non-western world (Scupin & DeCorse, 2008). Apart from technologies, the ideas are also flowing from western world to non-western world (Appadurai, 1996). Among these ideas the concept and standards of beauty are also included. People of non-western tend to adapt those concepts which have western orientations. Goals of looking attractive and beautiful are common among humans. To look better and up-to date is natural but sometimes a person attracts toward unhealthy approaches of beauty (Sinkman, 2013). These unhealthy approaches are the by-products of those ideas-flow mentioned by Arjun Appadurai. A person uses those procedures and items which are dangerous to his/her health. These dangerous approaches are often taken in into account when a person feels that he/she has been rejected by the society. There are social constructions which caused some serious trouble in human's life and the so-called criteria of acceptance and rejection are among these constructions. Acceptance includes body appraisal while body shaming is included in the category of rejection. This study aims to explore the concept of body shaming.

Body shaming is among those socially constructed phenomena which shows negative impacts on a person. Body shaming is known as the action or practice of expressing humiliation about another individual's body shape or size; a form of bulling that can cause severe emotional trauma especially at the young age. Body shaming is manifested in many ways. It can be manifested through the criticism of oneself through judgement or comparison to another person. It can manifest itself by criticizing another in front of others

and it can also manifest itself by criticising someone without their knowledge (Vargas, 2019).

Body shaming is a concept which disturbs individual's conscious and create negative response to oneself based on the way he/she appears. It appears in the individuals' misstep to meet the ideal body standards, and the acknowledgement of this failure (Fredrickson & Roberts , 1997). A person who faces body shaming tries to expel herself from this concept by applying various approaches. There is a phrase which we often hear that "we are our own worst critics". We describe ourselves when we are hard on ourselves as an individual (Hendriksen, 2018).When people experience body shaming, they got alerted and they set goals and aims, they try to achieve their goals in order to stay satisfied, but they often tend to criticize themselves when they got fail or somehow, they have not been able to achieve their determined goals. This failure brings catastrophic results sometimes. The goals of looking beautiful are often harmful and body shaming further ignites its unhealthy consequences. Body shaming is a social stigma, and it impacts on social life are vital (Gillen & Makrey, 2015).

Social stigma is an influential occurrence. It has been closely linked with social identity. Stigma has two major components first one is the recognition of someone based on distinguished features and second is degradation and dehumanization of someone based on these differences (Heathorton, Kleck, Hebl, & Hull, 2003). So, shaming and bullying based on appearance and physical features comes under the umbrella of social stigma. Due to shaming and bullying the self-esteem and body image of a person is destroyed (Levesque, 2011).

Body shaming often leads toward mental health problems because physical appearance has a lot to play in social relations and those who are suffering from this condition tends to stay alone. They think that their physic is not attractive, and they start hating themselves because they do not fall in the so-called concepts of beauty (Kopala-Sibley & Zuroff, 2017). The concept of beauty is portrayed in different ways. If we look at some native and primitive societies where the concept of beauty is different than that of modern western concepts, then we can draw a distinction between these concepts that it is personal preferences rather than universal standards. For example, in Pakistan and India there is an

epitome of beauty through which they describe and differentiate, beauty and ugliness. Fair skin and slim body are symbol of beauty while dark skin and fat body is considered ugly (Rajesh, 2013). So dark and fat people are always getting verbal offense from other people. Too skinny people are also victims of body shaming in same circumstances and short people suffer too, from this type of harassment. Body shaming is happening far more frequently nowadays because people do not consider it as a type of harassment. People are harassed duo to their appearance and even their close friends sometimes bully them (Farrell, 2011). Because for most of the people, this type of verbal offense is just for fun but for the victims it is not so. Sometimes serious mental disorders do occur duo to these so-called funs. Why this type of fun is use so frequently there are many reasons the advertisement of cosmetic stuff is somewhat responsible for this. They portrayed a black skin as a symbol of irritation to sell their fairness product (Beatty, 2018). They portrayed fat body as symbol of shame to sell their sliming product. Apart from cosmetic agencies media is also responsible for this stereotype, because the movie stars and other media person are also promoting beauty through fair, tall, and slim body. As discussed by Jean Baudrillard a famous theorist of post structuralist school of thought that tall height, fair skin, and slim body are conceptualized and standardize by media and anything out of standards did not fall in the definitions of beauty and people out of this category tend to hate themselves (Baurdrillard, 1994).

Society has distinguished standards and ideals of perfect body. Those who do not fall in that category are labelled as ugly. In past people were secluded from the society due to many reasons. There were some diseases for example leprosy, if someone has leprosy, he was meant to isolated (Browne, 1975). Nowadays people face same type of treatment in society due to their physical appearance. Racial discrimination is common around the globe, but body shaming is intersocietal as well intra societal issue. Each individual or group of the society can be its victim. The concept of beauty and ugliness is quite common among youth, especially students (Cohan, 2019).

Students are obsessed with western standards, so the concept of body shaming are more prevalent among them. Students are bullied and ashamed of being fat, skinny, extra tall, short, and dark etc. This study is meant to figured out how body shaming is perceived by

the students. What kind of titles and names are given by other students to the victims of body shaming? This study was also meant to figure what are the factors responsible for body shaming and what are the drawbacks of body shaming among students.

1.1 Statement of problem

The practice or action committed by someone in order to humiliate someone else's body shape and size is called body shaming. Body shaming is form of bullying and it can cause severe mental emotional trauma especial among youth. Body shaming is manifested in various ways. Criticizing your own appearance, through a judgment or comparison to another person. Criticizing another's appearance in front of them. Criticizing another's appearance without their knowledge (Vargas, 2019).

Body shaming is social evil but unfortunately it is not considered as an evil. Different psychologists came across with body shaming and reported that it causes severe disturbance in human life. Due to so called ideals of beauty and standards of normality people face troubles in making their place in society. Body shaming is a social stigma. Individuals are deeply discriminated due to their physical attributes. Society rejects those individuals who have different physical attributes in contrast to socially accepted ones (Goffman, 1974).

People who came across with such stereotype are better judges of their own selves. Body shaming is perceived differently by a layman but according to the victims, the perception of body shaming is different. Body shaming endorse them to rethink about themselves, so they start hating themselves because they think that are not according to the very concept of society. This research is meant to figure out concepts of body shaming according to the students who have faced this stigma.

Society is influenced by media and consumer products. In this era of globalization, human beings are interconnected. Telecommunication industry has shrunken the distances with fast and reliable means of connectivity. Media presents different trajectories of life. It challenges traditional values and gender relations (Appadurai, 1996). Media channels and internet are responsible for perpetuating the narratives of western economic system

(Capitalism), political system (Democracy) and social system (Modernism). Peoples of third world try to adapt those western ideals. Western are white people so, people of third world try to look fair like them because it has been standardized as symbol of beauty. Tall height and slim bodies have been symbolized as standards of beauty. Due to these so-called standards people has become obsessed with tall height, fair skin, and slim body. So, they consider those people who have not these qualities as ugly, and they use to discriminate them. They are bullied and ashamed. These are all due to media. The researcher has tried to find out the role of media in perpetuating the narratives of beauty and providing ground to body shaming.

Victims of body shaming pays a huge price in social life. Due to social rejection and stigma they prefer to stay isolated. Victims are mentally disturbed due to body shaming. Mental health issues are related with body shaming because the first attack of body shaming is on emotions of a victim. Person who face this issue usually suffers from emotional imbalance (Gillen & Makrey, 2015).This research aims to figure out that what kind of emotional imbalance happens due body shaming. Shame is also responsible for various other disorders like inferiority complex. Person tries to do everything to avoid body shaming. These efforts often lead towards body misshaping which is responsible for furthermore mental disorders. The researcher has tried to figure out what kind of approaches were used by the victims in order to avoid this stigma. The role of media in this whole process is meant to explore, does media promote these kinds of issues by conceptualizing the optima of beauty. For example, as we know the standards of beauty are fair skin, tall, and slim body. So, the researcher has tried to figure out the role of media also. Researcher has tried to addressed media influence on this social construction. The researcher has used some terms like shaming, stigma, social seclusion, bullying and social prejudices quite frequently which need clear definitions.

Shaming carries multiple meanings but here it means criticism of own self or by others due to physical appearance of a person. Self-criticism based on comparison with others. People criticize other due to their obesity, thinness, shortness, and tallness etc.

Stigma is also an ambiguous term but, in this research, it means dishonouring and disgracing person due to some specific quality, circumstances, or appearance etc. For example, degrading and dishonouring someone due to his/her appearance.

Social prejudice means a negative view about an individual due to his/her gender, race, ethnicity, or physical appearance. Here it means negative view or discrimination based on physical appearance of someone.

Social seclusion is condition where victims of body shaming tend to live in isolation and loneliness. Cutting ties off with society.

Bullying is a threat or using force to abuse and humiliate someone due physical appearance. Bullying is an outcome of aggressive behaviour to hurt someone mentally, emotionally, and physically.

Stereotype is a generalized and standardized belief, image or idea of a particular person, class, race, or ethnicity. In this study it carries meaning of discrimination against fat, skinny, short, and tall people etc.

1.2 Significance of study

This research is helpful for students of Quaid-I- Azam University as well as other students of anthropology. This research can provide a basic idea for those students who want to conduct further studies on body image, body shaming and stigma associated with body. Shame has deep roots in society, so this research will also be significant in addressing shame in social constructions especially shame due to physical features.

There are many studies on emotions, depression, and other mental health disorders. Most of these studies are done by medical doctors and other experts of medical field. So, its validity in social sciences is under question mark. It has yet to be proven whether it can be examined in social life, or it is just related to medical aspects. There are also many studies done on emotional blackmailing, shame and other topics related to this, but it is in psychological aspects. So basically, it proves the relationship of human mind and cognition with those issues. For example, emotional blackmailing, body shaming and other social

problems of this category are studied. This research aims to study these social issues in anthropological perspective.

There are very few studies done on these issues and in Quaid-I- Azam University there is not a single research done on these social problems. So, this research is also important for pointing out emotional blackmailing especially body shaming in Pakistan society. This research will help to find solutions of this issue. This study will tell about the perception of people and sufferings of victims of body shaming.

1.3 Objectives:

Objectives of the research ensures the validity and relevance of project. In this research the researcher tried to figure out the following objectives.

1: To explore the perception of body among the students.

2: To explore factors responsible for body shaming.

3: To explore the effects of body shaming among the students.

The researcher had tried figure out why body shaming happens, what are the effects and negative aspects of body shaming. Finally, what are outputs of body shaming.

1.4 Locale

Languages are very important aspect of human culture. The students who learns other languages also explore somehow that particular culture, whose language they use to learn. Learning language and exploring culture gave them a wide range of social awareness. So, what is body shaming and what are its drawbacks, these were meant to explore among those students have multilingual experience because their worldview seem to have enhance due to learning language of others. There is an assumption that multilingualism have impacts on social stigma of body shaming. For these purposes, the researcher selected National University of Modern Languages as her locale.

Locale of this study was National University of Modern Languages. This was conducted in main Campus of National University of Modern Languages, Islamabad. Numl University was initiated in 1969. It was just an institute of Modern languages back then but in May 2000 it was upgraded to University.

It is among the largest Universities of Pakistan. It is ranked among top fifteen universities of Pakistan in general category by higher education commission of Pakistan.

National university of modern languages is located in sector H9 4 Khayaban-E-Johar Islamabad. It covers twenty-five acres of areas. Research was conducted in National university of Islamabad. Student at national University of Modern Languages were interviewed during this research.

1.6 Relevance to the society

This topic is quite relevant to the society. Body shaming is type of bullying and bulling is a type of harassment. People who face bullying in the form of body shaming came across with certain mental issues. Body shaming is not considered as a type of harassment but personally speaking there is no justification of body shaming to consider it normal. The significance of this issue is clear and visible, and it is quite relevant to the society.

1.8 Outline of thesis

This thesis has been categorized in eight chapters.

The first chapter is of the introduction of the research. The researcher has introduced her research, statement of problems of the research, significance of the research, locale of the research and the objectives of this research. All these are mentioned in first chapter.

In the second chapter of this study the researcher has reviewed relevant literature. The researcher has reviewed different article, books, reports, and blogs in second chapter of this thesis. These articles, blogs and reports were about shame, social connections of shame, body shaming and other social prejudices.

Third chapter of this thesis is about research methodology. In third chapter, the researcher has mentioned that what was the methodological construction of this research. How the researcher built her rapport in the field. What was the sampling procedure of this research? How the researcher selected her respondents and what kind of interviews were conducted during this study are mentioned in third chapter.

Fourth chapter is about locale of this research. This study has been conducted in National University of modern languages. It is located in Islamabad. What are the physical features of Islamabad? The literacy rate and educational units operating in Islamabad have been discussed in detail. Language and religion of Islamabad have also been described. After discussing the locale at macro level, the researcher has discussed physical features of National University of Modern Languages. History of Numl, administrative and teaching staff as well numbers of students have been discussed later on in that chapter.

Fifth chapter is about first objective of this research. What is the perception of students regarding body shaming and what are different types of body shaming, have been discussed in chapter five. In that chapter researcher has also figured out that what kind of titles and nick names are associated with the victims of body shaming for making fun of them.

Chapter six is about the second objective of this research. The researcher has tried to explore all those factors which causes body shaming and how these factors influence student to implement those narrative which are perpetuated through those factors.

Chapter seven is about the drawbacks of body shaming. The researcher has tried to explore all possible drawbacks of body shaming which were faced by the victims. Social, psychological as well physical drawbacks have been mentioned in chapter seven.

Last chapter is about discussion and conclusion. In chapter eight the researcher has discussed her whole research briefly and has concluded her research in final chapter.

Chapter 2

2.1 Review of relevant literature

Review of literature was essential part of this research. Review of literature was the outlook of studies related to topic done by researchers in past. Literature regarding body shaming was studied deeply to examine the relevancy of topic and how it can be elaborated according to present situation. So, after studying literature related to body shaming, researcher was able to evaluate some of consequences of body shaming.

Charles Lindholm's book "culture and identity" (2001) is considered as a bible of psychological anthropology. He has discussed the various classification of human psyche in anthropological aspects. He through his book has addressed tons of questions regarding human psychological affiliation in anthropological context. Lindholm has shared the ideas of different philosophers to answer the quest of self-identity. These philosophers are theologians, neurologists, sociologist, and conflicts theorist. The recognition of self in cultural context was related to body shaming so this book was studied deeply.

> Hallowell is the first anthropologist who argued that people of everywhere reflects upon themselves. They discuss and judge themselves. Hallowell argued that self-reflexivity is an aspect of self, and it should not be analysed cross-culturally rather it should be analysed Individually. This makes sense in English Grammar the term self is used as a reflexive (Lindholm, 2001).

Lindholm has shared the views of other anthropologists to help us in understanding the criteria of self-identity. He argued that everyone tries to know itself, in this regard he has discussed the ideas of Hallowell.

Hallowell (1955) was of the view that people of reflects upon themselves and this reflection was cultural explicit. People try to evaluate themselves and finally he argued that

self-reflexivity was not associated with culture. It was better to study it in universal determinants of self-recognitions.

> Anthropologist like Csordas argued that self-conscious depends upon the predetermined ideas about self to reflect about. Presumption of world and then differentiating self from this predetermination of self, it is based on experiment, and it is immediate. It is a duality of "self" and "not self" (Lindholm, 2001).

Charles Lindholm has shared the views of other anthropologists about self-conscious. He has discussed the views of Thomas Csordas about self and self-conscious. According to Csordas (1994) the self-confidence of people is based on assumption. So, he on one hand denies the ideas of self-conscious based on experiences. He argues that everyone has drawn a picture of world and self, in his assumption and according to that picture he determines himself. Self-determinants are quick, and they are based on observations and experiments. A person then determines what is self and what is not.

> Grace Harris has made this phenomenon even more complicated; her division of human being is based on three parts. First part is the existential locus of experience. Self and self-reflexive self is the first part. Second part is those characteristics of person which specific to that person only. This includes language and final part is person's public role.it include the achieved status of person (Lindholm, 2001).

Another Anthropologist Grace Harris's view about self-conscious is different. According to Harris (1989) there are three categorizes on which human beings are divided. First category includes a person's identity, what a person is by him/herself and how he reflects upon him/herself. Second category is of those specific capabilities of person which are primordial. There are some capabilities which are exclusive to someone. Language is also included in this category because there are some specific words and pillow talks which are used by that person only. Third category is of achieved status of a person in a society. The role of person in a society which determines the self of a person is included in this category.

2.2 Concept of shame across the cultures

> Korris concept of shame is most vulnerable and clear in public space because the cultural meanings values, norms and interaction modes are defined in white terms. They call acute self-conscious when they see someone naked. This is very sorrowful and embarrassing movement for them. The most important for them is to avoid themselves from being stared by outsiders (Natalie & Kwok, 2012).

Natalie and Kwok (2012) have discussed the interpretation of shame according to Kooris of Oceania. Kooris are very conscious about shame and often the shame leads to social devaluation. They feel very shameful if they are being watched by someone when they are naked. Apart from body, the shame also occurs if they do anything inappropriate to social values. The authors further discussed that shame is usually happened when the outside world tries to give meaning or interpret your actions.

Anthony Synnott describes the shame related to hair in his article shame and glory: the sociology of hair. Hair is the most important symbol of individual and group.

> To start with length of the hairs of men and women. There is generally a noticeable difference between the length of men hairs and that of women. Women have longer hairs while the hairs of men are shorter conventionally, but this categorization is not universal. There are men who have long hairs and there are women who have shorter hairs than men. But still women usually have longer hairs, and it is norm in most societies (Synnott, 1987).

 Anthony Synnott (1987) claims that in general men have short hair than in most scenarios which is considered as standard but there are some societies for example the Apache of North America in which the difference between the hair of men and women is almost negligible. Women as well as men both usually have long hairs and in some other regions for example in Mozambique usually both men and women have very short hair. Apart from head hair there are other different concepts about body hair as well facial. For example, in America chest hair is consider as a sex symbol. Sex is determined through chest hair. For

example, if a person does not have chest hair he is considered as person who lack masculinity even some people will call him transsexual. So, to avoid these types of comments boys do surgeries for hair growth. Facial hair is also related to gender determination. For a male it is supposed to have beard, eyebrows, and their eyelashes in raw form. While women are supposed to modify their eyebrows and eyelashes (Synnott, 1987).

Amy Farrell has discussed the fat shame and stigma in context of American culture.

> The fat body and stigma are related to historical exploration to notions of social status and belonging in American culture. In contemporary studies of culture these ideas are related to citizenship criteria. Citizenship and body image are close related today. For example, obesity has been connected to some countries which has more obese people than average. America has fat aware culture but still the cultural meanings to attribute fatness seems not that much (Farrell, 2011).

The writer says that in American culture fat body stigma can be traced through historical approaches of social status. She argues that if fat people live as majority of population, then it is a norm but if there are fewer fat people then they might face fat shaming. Some regions of the world are associated with obesity and there is no concept of fat shaming over there. For example, a country in Oceania called Nauru is very isolated country. Most of the population of Nauru are having serious obesity problems. Nauru is almost fully dependent on Australia in terms of food items. All food items are imported from Australia, all these imports are processed food because processed food takes longer for spoiling down. For the sake of prolong preservation, the people of Nauru are opting for this food. This kind of food brought fatness and obesity. Nauru in one those countries where obesity rate is shockingly high, but the people of Nauru do not have the concepts of fat shaming just because obesity is normal over there. The average BMI[1] (Body Mass index) is 34 to 35 in

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[1] BMI or body mass index is measurement of body fat based on weight and height. 18 to 23 BMI is considered normal while 24 and 25 are considered as overweight. Above 25 is considered as fat.

Nauru but still there is no such concept of fat shaming because it is normal over there (Laurence, 2011).

Kuwait a country in Middle also suffers from this type of problem. The rate of obesity in Kuwait is keep on going high. This is due to junk foods and over usage of that kind of food which contain high amount of fat but also do not have the concept of fat shaming as it is prevailed in western countries (DiFiori, 2017).

If a society or country has large number of fat person, then it is not considered abnormal, and people are not being ashamed of this. So, there the concept of body shaming is not present. But if the number is not that much then it is easy to make stereotypes of such kind.

2.3 Shame as an emotion

Shame is among primary emotions and there are different events which elicit shame, but these events are different from each other. Primary emotions are complex, and they are yet to explore because these are not well understood. Shame as it is self-conscious emotion but is more complex than other primary emotions. For example, shame is key to anxiety but anxiety by itself is different from shame (Tangeney & Tracy, 2007).

Researchers of Columbia University June Tangney and Jessica Tracy have also done a research on self-conscious emotions. They have discussed shame in self-conscious emotional perspective. They have discussed shame as a primary emotion. People often get ashamed duo to various reasons and approaches to address this issue differs from each other's. Shame often cause various mental such as anxiety. But shame is not that well understood as it should be. Tangney describes in his book that shame comes from self – relevant meaning given to an event rather than the type of event (Tangeney & Tracy, 2007).

Emotions like sorrow/worries, phobia/stress, wrath/rage happiness/joy are considered as primary emotions. There are lots of emotions which are same in human and animals. These emotions can be elicited history and neuropsychology (Pankepp, 1998).

So according to Jaak Panskepp there are different categories of emotions. He has discussed emotions of humans and animals in his book "Affective neurosciences". He is of the view that happiness, sadness, fear, and anger are those emotions which are common among all humans. But there are some emotions which we share with animals means which are common among almost all creature. For example, wrath, fear, and happiness are also present in animals (Pankepp, 1998).

> People use to speak about their melancholy and worries which they face due to shame. Shame is not always limited to negative feeling but sometimes a sudden decrease in positive feelings is also shame's center (Nathonson , 1994).

Nathanson discuss the shame in various sections and categories. Shame is multifaceted experience which has various component and aspects.

A social or external cognitive component. The effect of shame is always portrayed in social context, and it is automatically associated with thoughts and cognition. People who face shame consider him/herself inferior, flawed, and not according to the standards of society.

An internal self-evaluative component: According to many theorists, shame has a negative effect thus a person who suffers from this issue have negative thinking about herself. She/he becomes very bad critic of her/himself. This often leads to psychological problems.

Emotional components: Another serious issue related to shame is emotional components. People who face shame often loss primary positive emotions such as happiness and joys while negative primary emotions like anger, fear, and sadness do emerge in them. These types of changes are also a serious threat to mental health (Nathonson , 1994).

A behavioral component: Behavioral changes also occur in person who faces shame. Person often tries to escape from society, she avoids frequent exposure and usually hide herself from people.

Psychological components: The exact nature of shame is unclear, but it related to stress response. Shame is complex set of emotions, feelings, and cognition. It varies person to

person, but it is directly related to human psychology (Lewis, Sullivan, Stanger, & Weiss, 1989).

> The nature and definition of body image is still under debate and there is no proper definition of body image. Due to different definition constructed and non-homogeneous sample, the inconsistency is there. Patents of Bulimia Nervosa think that their body is fat. Women who have bulimia nervosa are too much self-conscious when it come ideal and estimated body (Cuzzolaro & Fassino, 2018).

No one has come with a proper definition of body shaming. There are lots of constructed definition of body image and all these definitions are heterogenous in nature. There are difference in these definitions. Fat shame sometimes triggers Bulimia Nervosa. Bulimia Nervosa is an eating disorder in which a person feels that he/she is too fat, so he/she takes harmful measure for weight loss. This is a serious problem. Root cause of Bulimia Nervosa is body shaming. Those people who have Bulimia Nervosa are too conscious about their physic. This disorder affects male and female both but the disturbance rate among female is way more than male (Cuzzolaro & Fassino, 2018).

Natalie Chomet has discussed the concept of body shamming and how to cope with this dilemma. There are various perception of society about body shaming. It is easy to cope with this social perception of shame.

> Men and boys are very conscious about their bodies for one reason or another but mostly due to masculinity because they think that masculinity is symbol of male power. To boost self-esteem, it is easy to put others down. Shame is also associated with social bonding because by putting other down it does not mean that it will you make happy (Chomet, 2018).

According to the studies men and boys are not satisfied with their body shapes, so to maintain their bodies and to give it a proper shape they do exercise daily. Sometimes it is easy to put down other to avoid shame. Social bonding and

friendship should be based on sincerity if it is based on superficiality then soon it will be broken.

> The shape of body is determined by the society, it is not an idea that came from no-where. Our expectations and opinion about beautiful and acceptable body is shaped by the society. People around us and media start to shape these perceptions earlier. Children of three and four of age are afraid of getting fat, it shows the influence of media on body shape (Chomet, 2018).

Chomet's view about ideal body shape is closely related to social norms. The ideal shape of body in constructed by society, it is not an alien phenomenon. The expectation and perception of people shapes this phenomenon. There are some standards through which the concept of beauty and acceptability is relied on, and these are all man made. Another key factor which is responsible boosting this phenomenon is media. Media is emphasizing too much on beauty and this beauty according to media underlies in slimness and tallness (Chomet, 2018).

2.4 Body shaming and its various aspects

Meghan green (2017) argued in her book "Body image and body shaming" that the concept of beauty and ideal body is different, in different cultures. One might be awful to someone but to other it might be beautiful. So, there is no ideal body shape of beauty.

> Is there any ideal body type the answer is yes and no. For some people there is an ideal type of body? They have their definition of beauty and attraction. But for others the situation might be different. They appreciate all body types and for them everyone is attractive in its own place (Green, 2017).

The preconceived definition of beauty is not applicable everywhere. For some people there might be the standards of beauty but for others the case might be different. There are some people who are very picky in this scenario, to them the

beauty has not only one criterion but there are lots of criteria which defines beauty. But there are some people who just appreciate everything they look at.

> There are several factors which shapes personal body image. These factors include the perception of friends and family about them, what are their own opinion about their body image and what are portrayed in media as a standard of beauty. The standards of beauty are not standard among humans. There are various standards of beauty in various culture. For example, in America it was considered as sign of richness to be fat in past. In India, Mongolia and some countries in Africa overweight body is a symbol of beauty (Green, 2017).

Meghan Green further narrates that body shape and body image is multifactorial phenomenon. The multifactorial phenomenon includes the perception of friends and family about the body shape of a person. Body image is personal perception, so the opinion of a person about his own self, matters a lot. It is up to him/her how he/she thinks about his body. Apart from these perceptions the role of media is more crucial than one might think. The media is portraying a standard of beauty which reflects the mind of a person to rethink about his concepts of beauty (Green, 2017).

History has played a lot too in shaping body image. For example, in eighteenth and nineteenth century in America fat bodies were considered as symbol of wealth. Now fatness is directly proportional to shame. There are still a large number of societies where chubbiness and beauty are interrelated, for example in India there are some regions where it is beautiful to be fat and in Mongolia being fat is considered beautiful (Green, 2017).

Alexandra Brewis has conducted her research on cultural interpretation of obesity. She (2011) overviewed the concept of obesity in detail. According to Alexandra, Obesity is not a universal issue rather it is contemporary one. Cultural interpretation of obesity matters a lot. To understand the phenomenon of obesity the cultural and biocultural interpretation is important.

Most of Kiribati's women are fat. They talk much about health issues, but they do not talk about obesity. They are very much concerned about food shortage because the population is expanding but for me the problem was excess of food. They were consuming too much food. Once I talk to a woman about her health. She replied that she was too skinny so, to be attractive she needed to fatten up, now she is attractive to her husband (Brewis, 2011).

Kiribati is small country in Pacific Ocean. Kiribati is consisted of small islands, the people of Kiribati has very little contact with outside world. Nauru is near to Kiribati and people of both countries shares some cultural traits. They are ethnically and culturally related to each other, also their language has lots in common.

As it known that the people of Nauru are obese due to usage of processed food, the people of Kiribati are also identical to them in this regard. They are obese too. The writers claim that although the people of Kiribati are concern about health issues, but one main health problems is ignored by them, which is fatness. Kiribati is facing a food shortage problem, but they can control this problem by consuming less food because the rate of food consumption is very high (Brewis, 2011).

Obesity is not a problem according to the people of Kiribati rather it is symbol of beauty. Skinny women are not considered attractive in their culture, but it is fatness which draws attention of men. So, they try to maintain a fat physic for social acceptance.

"Body image" research began in the early 1900s and originally focused on self-image or self-concept among individuals with mental disorders or intellectual disabilities. This early research differs from contemporary body image research in its relatively general approach, psychoanalytic undertones, and scarcity (Markey & Gillen, 2017).

Charlotte Markey and Meghan Gillen (2017) in their article discuss the researches done on body image in past. Body image was only related to mental disorders and researches on

this topic, begins in early twentieth century. These studies were purely based on intellectual disabilities. The perception of person about himself was not a topic of concern back then.

Research on perception of people were low in number. In 1970s only 5% of research on this topic were published but after 70s it became a hot topic among researchers and these issues were addressed in quite large number of studies. 90 percent research were published after 1980s. In last forty years way more researches on eating disorder and other self-conscious disorders has been published (Markey & Gillen, 2017).

Body shaming is a common issue nowadays. According to "Jakarta Post" 62 percent women were victims of body shaming according to ZAP beauty index in Indonesia. This research was conducted in 2020 by Indonesian beauty-clinic brand ZAP in collaboration with Mark Plus Inc.

Six thousand four hundred and sixty females across the country were interviewed. All these females were between age of 13 to 65.

> According to ZAP beauty-index 47% women were victims of body shaming due to their curvy figures, 36.6% due to their acne-prone skin. 28.1% of women were victims of body shaming due to their chubby cheeks,23.3% because of dark skin and 19.6% because they were skinny (Valentina, 2020).

Sanjay Kumar and Ganesh Kumar Tiwari (2015) have conducted a studied-on body image. They have drawn a map between psychology and body image. The interdependency and interconnectedness have been studied by them.

> Beliefs regarding some sort of perfect body images, tendency to compare themselves to others and sense of insecurity are some of the major psychological correlates of body satisfaction. An association between negative body image and depression has been found for both male and female adolescents with the females experiencing depression more than their male counterparts (Tiwari & Kumar, 2015).

Body image is closely related to psychological disorders, the link between psychological dysfunction and body image is observable. The writers hold a view that self-esteem can badly damage through bad body image. Depression is a by-product of low self-esteem. There are some conceptualized body sizes, which are standardized by the change agents. People usually compare themselves to that so-called standard. This comparison then further brought psychological disturbances. The phenomenon of negative body image and anxiety are affecting both genders. Male and female both are having depression and negative body image, but females are relatively more anxious then male in this regard (Tiwari & Kumar, 2015).

Beatrice De Gelder and Julie Grezes (2014) have discussed the social perception regarding body shaming in their article. They have highlighted public behaviour in more appealing way. According to them, People's actions are connected to their intentions. Emotions and intentions of people can easily be studied through the actions of people.

> The neural mechanism underlying our ability to represent others' goals by the mere observation of their motor actions has been the target of considerable research. Behavioural experiments had suggested that the system for generating and representing actions is also used in the perception of actions (Grezes & Gelder, 2014).

Human, as it is known lives in society, they have different pattern of social interaction. Humans have a curiosity to know the intentions of other people. For this they usually interpreted the actions of other and correlated those actions with their perception. To understand behaviour, actions are keys to get closer to the results. The perceptions of others are main points in body shaming and usually it is the opinion of others who makes difference (Grezes & Gelder, 2014).

> Self-esteem is also defined as a global barometer of self-evaluation involving cognitive appraisals about general self-worth and affective experiences of the self that are linked to these global appraisals. By the same token, stated that self-esteem involves an evaluation of oneself followed by an emotional reaction towards oneself. The evaluative and

affective elements are present in all extant definitions and theories of self-esteem (Abdel-Khalek, 2017).

According to Abdel-Khalek self-esteem is universal scale through which people evaluate themselves. What are the capabilities of person and what maximum potential he/she has; these are all the products of high self-esteem?

There are other theorists who have different approach toward self-esteem. They argue that self-esteem is emotional product. The emotional evaluation of a person to identify him/herself as oneself is called self-esteem. Although the definition of self-esteem is different, but evaluation and effectiveness are in common in all these definitions (Abdel-Khalek, 2017).

"Self-esteem" is used: (a) global or trait self-esteem to refer to the way people characteristically feel about themselves, i.e., feelings of affection for oneself; (b) self-evaluation to refer to the way people evaluate their various abilities and attributes, and (c) feelings of self-esteem to refer to momentary emotional states (Abdel-Khalek, 2017).

Brown, Dutton, and Cook (2001) have classified self-esteem in three ways. According to them the first way is universal characteristic of people of making opinion about themselves. This is common in all over the world. How they perceive themselves is first way.

Second way is the evaluation of their abilities. People evaluate themselves based on their capabilities. This is the way which influence the performance of a person very much.

Third way is that there are some factors which affect self-esteem. These factors either boost up or lower down the self-esteem. These factors are closely linked to emotions. A stressor might low down the self-esteem. For example, a tragic incident lows self-esteem down. A happy event boosts up self-esteem. For example, a promotion or success boost up self-esteem (Browm, Dutton, & Cock, 2001).

Self-esteem is related to body shaming. In most cases of body shaming a person is emotionally disturb thus leads to low self-esteem. The capabilities of person are undermined then. Susan Swearer and Shelly Hymel in their article viewed the psychology

of bulling. How bulling creates mental disturbance and how it damages cognitive abilities of person.

> We considered research on the consequences of bullying involvement, as either victim or bully or both, and propose a social-ecological, diathesis–stress model for understanding the bullying dynamic and its impact. Specifically, we framed involvement in bullying as a stressful life event for both children who bullied and those who were victimized, serving as a catalyst for a diathesis–stress connection between bullying, victimization, and psychosocial difficulties (Swearer & Hymel, 2015).

Bullying is not easy to understand. There are many factors which influence this phenomenon. Researchers have drawn a result map of bulling in social-ecological framework. The environment in which a person influenced is responsible for bulling most of the time.

A person is generally bullied in family, society, and at school etc. A model is made to understand the relations of environment and bullying by the researchers. Bullying often cause stress and anxiety. According to the researcher those who bully and the victims both acts as cause agents in psychological and social difficulties (Swearer & Hymel, 2015).

Ki Eun Shin and Michelle Newman (2019) have conducted a study about self and interpersonal problems. They claimed that social anxiety and depression are deeply connected to interpersonal problems.

> Those with SAD were also more non-assertive and socially avoidant than controls and depressed individuals without SAD Similarly, social anxiety predicted lack of assertion when controlling for depression in a clinical analogue sample. In addition, submissive cognitions correlated more strongly with social anxiety than generalized anxiety in undergraduate samples (Shin & Newman, 2019).

According to writers (2019) social anxiety is product of social submission. Social anxiety creates phobia, a fear of doing something wrong. These groups which created fear were responsible for depression. Socially Anxious people were more submissive, and they were having more fear than other depressed people.

There are some theories about people who are having social anxiety disorders. They have low expectation of getting succuss or domination. So that is why they avoid competing with those people who are socially dominant, and they stay recessive (Shin & Newman, 2019).

Body shaming is major factor for creating psychological disturbance. To understand body shaming there are some psychological issues which need to understand first.

Daniel Kopala-Sibley and David Zuroff (2017) has tried to address the psychology of abnormal in their study.

> There are several pathways leading from dependency and self-criticism to maladjustment and psychopathology. However, self-criticism and dependency are also associated with poor coping and stress generation, which lead to higher levels of negative events. Moreover, the negative events and impaired relationships confirm and maintain the personality traits, thereby reinforcing individuals' vulnerability to psychopathology (Kopala-Sibley & Zuroff, 2017).

The factors responsible for maladjustment and psychological disorders are various. Blatt and Zuroff have presented a model in which they argued that stress is caused by personal factors and poor mental situation intensify stress to a next level.

Another major factor of depression is self-criticism. Self-criticism is product of body shaming and leads to mental disturbance. Social relationship is also a factor which cause depression. Those people who face body shaming are expose to poor social relationship. Lastly those events which cause negative impacts need to be dealt with psychopathology (Kopala-Sibley & Zuroff, 2017).

Michael Banna (2018) has tried to answer the questions about body shaming and gender difference. Usually, it is conceived that female are more affected by body shaming so, he

tried to see it through the lenses of men, what they feel about body shaming and does it affect them less.

> One of the main things we can talk about is body shaming when it comes to men. This is an increasing problem with men. It has traditionally been something that still of being male and female. Body shaming can affect any body regardless of gender, regardless of shape and regardless of size (Banna, 2018).

According to Michael Banna body shaming is a problem which is increasing among men. It is considered in some way a gender specific issue, but it affects any gender. It affects male and female both and it also has nothing to do size of the body, it affects skinny as well as fat, it affects short heighted people as well tall.

Farah Fathi argues in her study "Why Weight Matters: Addressing Body Shaming in the Social Justice Community" conducted in "Columbia social review" legislation should be done against discrimination based on body size and weight. She further narrates.

> While much of the notions focuses on obesity prevention, discrimination against fat people remains largely unnoticed. A discussion of the sources of the fat stigma. And how they manifest into the everyday realities of fat people will not only facilitate understanding of the gravity of weight-based discrimination, but also broaden the lens through which oppression is viewed (Fathi, 2011).

There are lots of debates upon fatness and its physical drawbacks but there should be debate on the partiality and injustice against obese people. Obese people are suffering everyday due to these prejudices and inequalities so, it need to be stopped. In order to stop the bullying and harassment of obese people, shaming should regard as crime.

Pakistan also suffers from the issue of body shaming. According to Dabeer (2018) both men and women face this disturbing face of society, but women are more likely to encounter verbal offense and objectification as compared to men. In Pakistan, a majority

of women who face body shaming shift their priorities in wrong ways. They often became victims of eating disorders like bulimia, anorexia, and body dimorphic disorder (Dabeer, 2018).

There are some initiatives taken by women to counter body shaming in Pakistan. A female lawyer from Lahore Zainab Chughtai founded "Bully proof". The Aim of this foundation is counter body shaming in schools and colleges in Lahore. Lots of women have been engaged with her foundation and they openly discuss the prejudice they face due to their appearance (Khalil, 2019).

Chapter 3

3.1 Methodology

Research methodology is scientific and unbiased way of solving problems through generating verifiable data. Every scientific discipline has set of rules and procedures which everyone must follow for conducting an affective research. Anthropology is a discipline which have multiple instruments to carry out research. Research methodology consists of research tools and techniques which a researcher use for the collection of data.

While discussing scientific methodology, Russell says:

> *"Each scientific discipline has developed a set of techniques for gathering and handling data but here is, in general, a single scientific methodology. The method is based on assumption s: (a) that reality "out here", (b) that direct observation is the way to discover it, and (c) that material explanations for observable phenomena are always enough, and that metaphysical explanations are never needed (Bernard,2006).*

The aim of methodology lies in seeking answers to questions and finding true and useful information about a particular domain of phenomena in the universe.

At many points of time in any discipline there are many techniques and methods available for collecting of required data. Researcher has used qualitative methods to collect data.

3.2 Key Informants

Researcher tried to look for key informants for her study. Key informants help in rapport building, collecting data and taking sampling. Initially the researcher did not find anyone who would become her key informant. Then the researcher realized that one friend of her has studied in National University of Modern Language. The researcher called him, and he told that his cousin in doing his B.S Honours over there. He gave phone number of his

cousin to the researcher and researcher met him at the gate of Numl. The name of his cousin was Asad Jamal.

Asad Jamal became key Informant of the researcher. He helped researcher a lot in arranging meetings with victims, introducing researcher to victims of Body shaming and he also helped researcher for seeking permission for the sake of entering in different departments of Numl.

Faria Rafique and Maha Abid also helped the researcher in the conduction of this research. They arrange several interviews with students.

3.3 Rapport Building

Indeed, the process of involvement is circular and cumulative the less anxious a field worker is the better be works and as he becomes aware that he is doing good work he become less anxious. Usually, the essential factor in this transformation is assistance and supports the reciprocal social response given to him by some of his host selected community (Bernard, 2006).

The first step in the field was the report building. Anthropologist always prefer to inter in the field of research as blank paper having no relations in the community. While being there with people, the researcher should have knowledge about those unknown persons. For meaningful research in the field, prefer to be in contact with the elder and notable persons.

Establishment of good friendly and meaningful rapport was important for conducting of research. Going to new community or group to get information from native point of view was not so easy, for researcher's course of data collection, the rapport building was major and initial technique. Researcher used this technique in her research.

Rapport building was the most difficult task of this study. First of all, the guards of National University of Modem Languages were not letting the researcher enter to the university. There were asking researcher if she was a student of Numl. Researcher told them that she wants to conduct a study on body shaming among the students, but they told researcher that they cannot allow her to enter the campus. Researcher showed them the permission

letter from the department of Anthropology of Quaid-I-Azam University, but they ignored. researcher waited till evening, but the response was not in good manners.

After two days Asad Jamal key informant of researcher told her to come to the university. He talked to University Officials let the researcher enter and then the researcher started her research works. Some of the respondents were known to key informant. He arranged meeting with those respondents, but they did not reply to answers accordingly. For first week all the respondent shared very less about their situation. They often ignored the researcher that their class is going on, they have to write an assignment, they have to study and so on.

In second week after again and again visiting, some of the respondent took pity on the researcher and they got ready for interviews. Asad Jamal was with her in all this. In third week, the response was positive and most of the victims of body shaming replied, and they gave researcher time for an interview. For example, one told the researcher that there are four classes which he has to attend so, you better come tomorrow and then he will give her an interview. Next day he was interviewed. In fourth week of research lots of the respondent told the researcher that now they had a soft corner for her and thus rapport was built in first month of her research. Asad Jamal was an influential figure in building researcher rapport with the victims of Body shaming.

3.4 Sampling

Sampling is a very important part of the research as it gave us a choice to select a certain number from the relevant population. A relevant number of populations was chosen for this research. The researcher has choice to choose that number which according to him/her is enough for saturation of a study. This is called sampling. In Quantitative methodology the sampling is usually larger while in Quantitative method the sampling is smaller.

The basic idea behind sampling was the analysis of some of the elements in a population which provide useful information on the entire population. Researcher conducted purposive, convenience and multistage sampling to discuss the relevant issues of body shaming factors. The respondent chosen according to researcher's own judgment because

only those can respondents of this research who have face body shaming in their life. Interviews were conducted in order to get useful information on the topic.

3.4.1 Purposive Sampling

"In this technique the researcher purposely choose subjects who, in his/her opinion, are relevant to the project. The choice of respondents is guided by the judgment of the investigator. For this reason, it is also known as judgmental sampling. There are no particular procedures involved in the actual choice of subjects."

"such cases the important criterion of choice is the knowledge and expertise of the respondents, and hence their suitability for the study" (Bernard,2006).

In this research, the researcher has taken purposive sampling. Those portions of population were chosen, who were suitable for this study. Students who were victims of social stigma related to physical appearance were chosen on purpose.

It turned useful because the target was well defined, and researcher was just to convince them to give her proper response, which they gave to the researcher.

3.4.2 Multistage sampling

Multi-stage sampling represents a more complicated form of cluster sampling in which larger clusters are further subdivided into smaller, more targeted groupings (Kaplan, 2014).

The researcher used multistage sampling in order because body shaming was having multiple stages and it was impossible to cover all aspects of body shaming while purposive sampling. Through Multistage sampling, researcher was able to classify body shaming into various categories like body shaming due to size, shape, and physical features etc.

3.4.3 Sample size

Sample size is usually smaller in qualitative research as compared to quantitative one. A large number of books, articles and reports suggest that anywhere from 5 to 50 participant

are sufficient for qualitative study but according to most of the researchers' 30 respondents are best suited for qualitative research (Dworkin, 2012).

Sample size of this study was 22. Twenty-two students at National University of Modern Languages were selected for interviews. These were all victims of body shaming. These included obese students, skinny students, student with dark complexion, students with short heights, students with tall heights, albino, student with vitiligo, student with squint eyes and student with flat nose.

Due to limited time and privacy issues of students the researcher was unable to increase sample size of this research.

3.5 Data Collection

Data collection was proceeding by means of Observations and interview guide. Standard measures of data collection were applied. The researcher used various tools for data collection. Interview guide was used for collecting in depth information about body shaming. Daily Diary was used for noting down important sentences and words. Smartphone was used for photography and audio recording.

3.6 Observation

Observation was the most important technique for collecting qualitative data. Observations have various benefits, for example the behaviour of respondent was noticed by observing his/her dealings. The researcher followed this technique for the data collection. In the anthropological research, observation is considered one of the most important techniques for data collection.

According to the Russell:

> "Observation is both a humanistic method and a scientific one. It produces the kind of experiential knowledge that lets you talk convincingly, from the gut, about what it feels like to plant a garden in the high Andes or dance all night in a street rave in Seattle" (Bernard, 2006).

By using this technique, the researcher become a part of the student's interaction and social life. She observed the victims of body shaming how they were talking with others, how they interacted with others and how they were treated by others.

The researcher observed them as non-participatory observer. Participant observation would have more advantages but sadly they were no room for researcher to observe them as a participant.

Observations were good for the researcher to understand their day to day dealing. It turned useful for the research because basic idea about victims' lives were provided by these observations. Observation was direct way to get information about body shaming. Observation helped the researcher to get lot closer to the victims.

3.7 In-depth Interviews

In qualitative interviews, the instruments include the researcher and interviews guide. The evaluation of collected data depend on the capabilities of the researcher and potency of interview guide (Roberts, 2020).

For collecting data and interviews, a list of questions were asked from each of the respondent. Interview guide was of semi structured interview, and it helped researcher a lot in collecting valid and reliable data. First of all, researcher asked questions from the victims then she explained those question which caused them difficulties in understanding.

After this, all the respondents were cooperative, and they provided the researcher enough information about themselves.

In-depth Interviews were further conducted by the researcher with the help of fully structured interview guide. In-depth interviews were conducted by the researcher from all respondent during this research.

Meeting were arranged where the researcher asked them about all aspects of their lives and what are costs of body shaming, which were they paying.

3.8 Daily Dairy

Daily diary turned very beneficial for the researcher in this research. Body shaming was mostly related to emotional imbalance and people usually did not share their feelings with everyone. Most of the students were convinced and they gave permission to the researcher to use any kind of gadget for data saving, but few female students argued that they have privacy concerns so, it was better to not record their voices. To collect data of those student the researcher used daily diary. The researcher noted all answer which were replied by those respondents.

3.8 Photography

> Photography is very important aspect of qualitative research. Most of visual ethnographies have tons of pictorial evidence to support the claims of the researcher (Schulze, 2007).

The researcher used smartphone for photography. There were not many stuffs in this research which needed to be snaped but anyhow the researcher managed to shoot some of the snaps for this research. During this research, a mirrorless camera was also used for taking snaps.

3.9 Field Notes

The fields note method was also used by the researcher to keep in mind every of information. All those stuffs which the researcher considered worth noting were noted whether it was from observations or discussions. It gave the researcher an opportunity to recall and remember all those important events and other stuff.

3.10 Interview recording

Interviews which were conducted during this researcher were recorded. The researcher used her Infinix smartphone to record all the interviews. Most of the victims of body shaming were ready to record their interviews. Interviews were in-depth and recordings were very long.

3.11 Research ethics

Research ethics were followed throughout this study. All interviews, recording and data were provided by the respondent with their consent. Without consent nothing was included. Some respondents did not allow the researcher to record their voices due to their privacy issues so, there privacy was kept at number one priority. Some student told the researcher their stories, but they did not allow to mention their names to anyone, so the researcher ensured them that she will not disclose their privacy.

Case studies mentioned in this research are incidents which were happened to some of respondents, but they told to not mentioned their names so, the researcher followed the ethics of social research and did not mentioned their name instead of real names pseudo names were included.

Chapter 4

4.1 Area profile

Locale of this study was National University of Modern Languages. This study was conducted in main Campus of National University of Modern Languages. Numl University was initiated in 1969. It was just an institute of Modern languages back then but in May 2000 it was upgraded to university.

NUML was established to provide language courses training to armed forced personal delegated for professional courses abroad and also to the official of Pakistan's foreign affairs. Its journey to becoming a university saw the first ray of hope in 1998 when its Board of Governors (BoG) approved launching of post graduate faculty development program (FDP). It was only two years later that HEC that envisioned the National University of Modern Languages as a "Model University" granted it the status of a degree awarding institution in year 2000 whereby NUML emerged as the only University of its kind in South-Asian region.

It is among the largest Universities of Pakistan. It was ranked among top fifteen universities of Pakistan in general category by higher education commission of Pakistan in 2020.

The main of NUML is in Islamabad while has extended its educational activities all Pakistan. NUML has three campuses in Punjab, in Lahore, Multan and Faisalabad. Two campuses of NUML are in Sindh in Karachi and Hyderabad, Two campuses of NUML is Baluchistan in Quetta City and Gwadar while one campus of NUML is Khyber Pakhtunkhwa Peshawar.

As the university became part of China Pakistan Economic Corridor (CPEC), it opened its campus first international campus at Xinjiang Normal University (XJNU), Urumqi, China. Opening of other campuses are also in pipeline.

Figure 1: Numl University Islamabad, Main Campus

4.2 Physical features of Islamabad

In 1960s the Government of Pakistan decided to shift its capital from Karachi to Islamabad. Although Islamabad has very small area as compared to Karachi, but Islamabad was built for administrative purposes. Islamabad is well planned city. Islamabad is the ninth largest city of Pakistan. Rawalpindi is twin city of Islamabad. Together these cities make third largest metropolitan of Pakistan.

Islamabad is very clean and calm as compared to other metropolitan like Lahore and Karachi. It is situated on the Potohar plateau in northeast of Pakistan. It is close to Margalla Hills. Area of Islamabad is 1165.5 KM_2 or 450-mile squires. 906 KM_2 is covered by Islamabad properly while remaining areas are consisted of suburbs.

Legislative bodies of Pakistan are in Islamabad. Parliament house is located in Islamabad. Both of its chambers, upper chamber or senate and lower chamber or National Assembly are located in Islamabad. Presidents and prime minister's residencies are located on constitution avenue of Islamabad Pakistan. Minister's enclave and diplomatic enclave are also located over there. Foreign embassies and foreign mission have another area, close to parliament house of Pakistan.

Islamabad have 5 zones. These zones are named as zone one, zone two, zone three, zone four and zone five. Zone one contains major developed residential areas, zone 2 is of underdeveloped residential areas of Islamabad. Zone 3 consist of Margalla Hill and Margalla national park. It is tourist attraction zone. Rawal lake is in zone 3. Zone 4 is largest zone among these five zones. It covers 283 km_2 area. It contains Islamabad Park and rural areas of Islamabad. Zone 5 is consisting of Islamabad Park and rural areas. Zone 5 is also a hub of economic and social activities.

Islamabad has been the home of employees of federal government but after 2000 in Musharraf's regime economic sectors of Islamabad have boosted so, now it is an economic hub also.

Each residential area covers 2×2 kms of areas approximately. There are 9 sectors in Islamabad. These sectors have named as English alphabets. It starts from A and ends at I. These sectors are further divided into fur numbered sub sectors. Sectors D is for Diplomates, E for Elites, F for forces, G for general, H for health and education and I for Industry.

Islamabad is well maintained, well organized, and it is based on modern architecture. It has some beautiful tourist's attraction sites. Daman-E-Koh, lake view, Rawal Lake, Shakar Parian and Faisal Mosque are visited by local and foreign tourists constantly.

Figure 2: Islamabad City

4.1.1 Climate

Climate of Islamabad is of typical subtropical version. There are five seasons winter, spring, summer, monsoon, and autumn. Winter last from November to February, March and April are spring's months, summer lasts from May to August. Additional in July and August Monsoon season also enters in Islamabad. June used to be the Hottest Month of the year but in recent year July has replaced June and July is the hottest month of the year. 38⁰ temperature on average is recorded in July. July is also the wettest month due to excessive rain falls. January is the coolest month of the year.

4.1.2 Economy

Islamabad has a gross domestic product of 2.84 billion US dollars, which equals to one percent of total GDP of Pakistan. Islamabad is a big contributor to the economy of Pakistan. Islamabad has third largest stock exchange after Karachi and Lahore. Islamabad Stock exchange was founded in 1989. The Islamabad stock exchange has 104 corporate bodies and 18 individual members.

Islamabad stock exchange contributes an average turnover of over one million of share per day. According to Federal Board of Pakistan Islamabad share 15 to 20 percent in overall revenue of FBR.

There are three software technology parks in Islamabad which also contributes to National economy. These parks are located in Awami Markaz, I-9 sector and Evacuee Trust Complex. Government has reduced tax to ten percent in order to facilitate foreign investors in information technology sector.

Pakistan telecommunication limited, Pakistan television, Pakistan International Airlines and Zarai Tarqiati bank are located in Islamabad. These are all owned by state.

4.1.3 Language

People of Islamabad have variety of languages. Potohari (dialect of Punjabi) is most spoken language of Islamabad. 62 % of population of Islamabad speaks Potohari language. 18 percent population spoke Pashto language and 12 percent of population spoke Sindhi language. There are some portions of Population who speak Kashmiri, Hindko, Balochi, and Saraiki language. Official language of Islamabad is English.

4.1.4 Religion

Majority of Population of Islamabad follows Islam as religion. Muslim population is estimated as 92 percent of total population. Six percent people of Islamabad follows Christianity. Sikhism and Hinduism are also followed by a small portion of population.

Figure 3: Muslim offering Prayer

4.1.5 Literacy and educational facilities

Islamabad has a literacy rate of 98%, which is the highest in Pakistan. Islamabad has some of the most advanced Institutes in Pakistan. There are various public and private institutes which contribute a lot in education. In Public institutes for example, Quaid-I-Azam University, Allama Iqbal Open University, National defence University, International Islamic University and COMSATS Institutes of Information technology are famous. Apart for public sector universities, there are private sectors universities also in Islamabad. National University of Modern Languages, Bahria University, Iqra University, Foundation University and National University of science and technology are among those.

There are 26-degree colleges and 75 higher secondary and intermediate collage in Islamabad. There are seven teacher training institutes also in Islamabad.

4.2 Research site

This study has been conducted National University of Modern Languages. National University of Modern Languages is located in sector H-9 4 Khayaban-E-Johar Islamabad. It covers twenty-five acres of areas. Research was conducted in National university of Modern language's Islamabad campus. Student at national University of Modern Languages were interviewed during this research.

Locale of this study was main campus of National University of Modern Languages. It is situated in a beautiful city and capital of Islamic Republic of Pakistan. National University of modern languages was established in 1969. National University of Modern Languages is a non-profit public higher-education institution located in the urban setting of the metropolis of Islamabad. This institution also has branch campuses in the following locations: Lahore, Faisalabad, Peshawar, Multan, Karachi, Hyderabad, Quetta. Officially recognized by the Higher Education Commission of Pakistan, National University of Modern Languages (NUML) is a large coeducational Pakistani higher education institution. National University of Modern Languages (NUML) offers courses and programs leading to officially recognized higher education degrees such as pre-bachelor's degrees (i.e., certificates, diplomas, associate or foundation), bachelor degrees, master degrees, doctorate degrees in several areas of study. There are 16 recognized universities in Islamabad. There were various reasons the for the selection of National University of Modern Languages as a locale, but the main reason was that Numl university contributes lot in learning languages and language is a key component of a culture.

National University of Modern Languages was established to help people to interact and communicate with each other in occidental and oriental languages.

4.2.1 History National University of Modern Language

National university of modern Language was inaugurated by the president of Pakistan in 1969. At that time, it was just an institute to provide facilities to students. In May 2000, it was upgraded to university. In 2013 National University of Modern Language succeeded in making places among top 15 universities of Pakistan in general category.

National University of Modern Languages offers 27 oriental and occidental languages programs. Apart from these programs a number of emerging disciplines have also been launched in Numl.

4.2.2 Staff, employees, and students

National University of Modern Languages has over one thousand administrative staff. These includes teachers, administrative body, and clerks. Chancellor of National

University of Modern Languages is president of Islamic republic of Pakistan Mister Arif Alvi. Rector of NUML is Major General Mohammad Jaffar Hi and Director General of NUML is Brigadier Mohammad Ibrahim[2].

Over 18 thousand of students are enrolled at National University of Modern Languages. Students across Pakistan come to NUML for admission. There are students of Gilgit Baltistan, Kashmir, Khyber Pakhtunkhwa, Punjab, Sindh, Ex Fata, and Baluchistan enrolled in NUML.

4.2.3 Faculties

There are five faculties in National university of Modern Languages. Faculty of engineering and computer sciences, faculty of languages, faculty of management sciences, faculty of social sciences and faculty of English studies.

These faculties are further divided into various departments.

4.2.4 Departments

Faculty of engineering and computer science has four departments. Department of Computer science, electrical engineering, mathematics, and department of software engineering are present in faculty of engineering and computer science.

Faculty of languages have department of French, department of Italian, department of Arabic, department of German, department of Chinese, department of Japanese, Department of Korean, department of Persian, Department of Russian, Department of Pakistani languages Punjabi and Pashto, department of Spanish, department of Hindi and department of Urdu.

Faculty of Management sciences have three departments. Department of economics, department of management sciences and department of Governance and public policy.

Faculty of social sciences has seven departments. Department of applied psychology, department of Pakistan studies, department of mass communication, department of

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[2] This data was collected in 2020 so, rector and director general might have changed now.

international relations, department of education, department of Islamic studies and department of peace and conflict studies are present in social sciences faculty.

Faculty of English studies includes, areas studies, department of functional English, department of translation and interpretations, department of English GS, department of English UGS.

4.2.5 Mosque

There is Mosque in National university of modern Languages with separate sections for male and female. An Imam is deployed for daily prayers, Friday prayer and Tarawih in Ramadan. In case of case death of students, staff member or servant Fatiha Khawani is also held in the mosque.
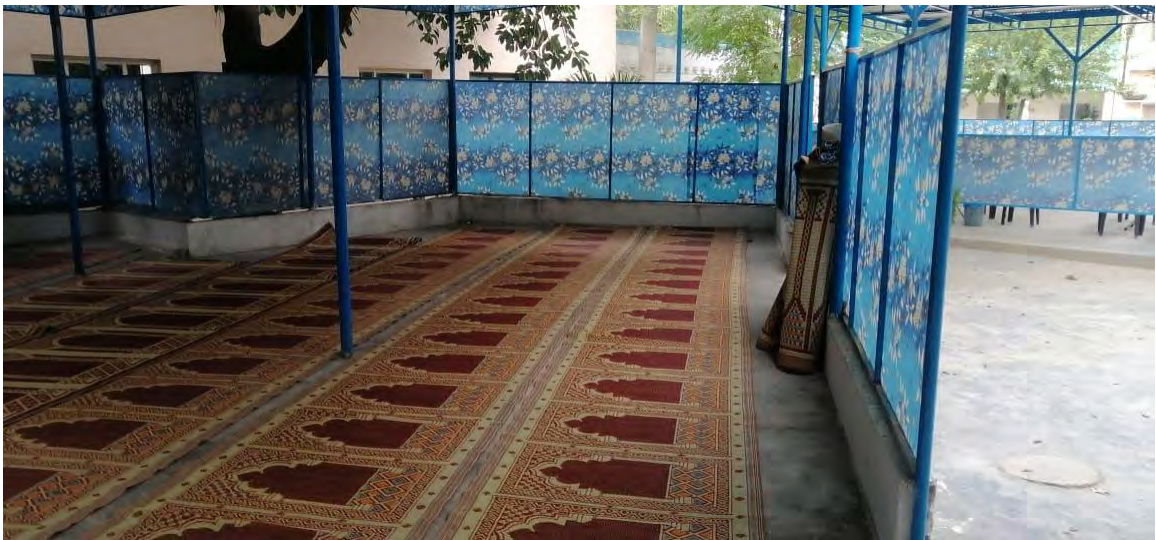
Figure 4: Numl Mosque

4.2.6 Library

Numl has a central library named as Nazir Library. Nazir library houses United Nations library. The United Nations system in Pakistan shifted its reference library to Nazir library. United nations library has collection of over thirteen thousand books, journals, and periodicals. This UN reference library is the public domain, and it is open for all scholars and researchers.

Aside from UN reference, Numl has online public access catalogue, and digital library. OPAC can be accessed from anywhere by using Numl website. Digital library also houses high quality peer-reviewed journals, databases, articles, and e-Books across the wide range of discipline.

Figure 5: Central Library Numl

4.2.7 Hostel facilities

Numl has fully furnish hostels. Hostels are designed especially for comfort and safety. Each hostel is noise and pollution free. Cleaning staff maintains hostel clean and ventilated. The hostels have state-of-the-art washrooms (toilet and bathing cells).

There are separate hostels for boys and girls. Each hostel room provides an amiable atmosphere and pollution-free environment, conducive to the mental, physical and spiritual development of the students and helps them become self-reliant.

Each Hostel (separate for boys and girls, and also for faculty) in the university is self-contained with amenities such as a reading room, an indoor games room, a lounge, and a dining hall with mess.

Figure 6: Boys Hotel Numl

4.2.6 Sub campuses of university

Numl has eight sub campuses. Almost all big cities of Pakistan have one campus. All four Provincial capitals have Numl's campuses. There are sub campuses of Numl in Peshawar, Karachi, Lahore, Multan, Quetta, Gwadar, Faisalabad, and Hyderabad. All these sub campuses facilitate the students of those particular areas.

Lahore and Karachi campuses were established in 2003. Faisalabad and Peshawar campuses were established in 2005. Quetta campus was established in 2006 while in 2007 the Hyderabad campus and Multan Campus were established. After China Pakistan economic corridor NUML extended its activities beyond the national boundaries and established its campus in Urumqi China. Finally, Gwadar Campus was established in 2018.

Chapter 5

5.1 Types of body shaming and perception of people

Body shaming was regarded as the action or practice of expressing humiliation about another individual's body shape or size; a form of bulling that caused severe emotional trauma especially at the young age. Body shaming was manifested in many ways. It was manifested through the criticism of oneself through judgement or comparison to another person. It was manifested itself by criticizing another in front of others and it was also manifest by criticising someone without their knowledge.

Body shaming was quite common among all genders. Body shaming was affecting people all regardless of age, and students were having no exceptions. The age of adolescence was very crucial in this regard. Most of the victims who were facing this social problem were between 18 to 30 years of age, so, it means that the age ratio was much clearer. There were various types of body shaming. These types were based on any part or feature of body which provide an opportunity to others to make fun of them or manifest their appearance negatively. Body shaming sometime happened due to person's own perception about him/herself. Body shaming was manifested in several ways. It was due to other's perception about someone's physical appearance and sometimes it was someone's own criticism of his/her body in comparison with others.

Most obvious way of body shaming was bad comments about someone's appearance. Criticizing someone based on her/his appearance and make fun of someone's look were other ways of body shaming. It was social evil, but it was not considered as an issue just because for some of the students, it was a just a way of ridicule, it was nothing offensive or something like that.

Body shaming as mentioned earlier by the researcher, was regardless of gender, age, or any specific type of body rather it was of very pluralistic in nature. Any type of body or any part of body could be reason for others to make fun of victim or to ashamed him/her.

Talking about types of body shaming there were various types. If someone was overweight, he/she faced body shaming based on his/her weight, if someone was too skinny, he/she faced body shaming based his/her light weight, if someone was tall, he/she faced body shaming, if someone was too short, he/she also encountered with body shaming. Apart from size and height, students also faced body shaming due to their skin complexion. If someone was having dark complexion, he/she was a victims of Body shaming, if someone was having too fair complexion, he/she has faced body shaming. So, types of body shaming were not of specific nature rather they were too diverse.

5.2 Body shaming based on body size.

There were various types of body shaming. Most common types of body shaming were based on body size. Body shaming based on body size were further divided into two categories. First type was of fat or obese shaming. It included those students whose BMI[3] (body mass index) was above 30. Second category was of that of skinny student. Those students who were underweight[4] were facing skinny shaming.

5.2.1 Obese shaming

"People in university, at shopping mall, in park or in restaurant will either comment verbally or they will smile while passing if you have problems of obesity. You became alerted that you can point out who is discussing your physic even from 50 meters of distance". These were the words of a respondent who faced obese shaming. The most common type of body shaming was obese shaming. Obesity was among the core causes of body shaming. Obese students were facing social mistreatment. They often encountered with bullying, harsh comments and they were ashamed of their physic by their peers, fellows, and others.

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[3] Body mass Index is value derived from the height and mass of a person. Normal range of BMI is 18.5 to 25. 25 to 30 is the range of overweight while above 30 is considered as obese.
[4] BMI below 18.5 is considered underweight.

Obese shaming or fat shaming was social prejudice. Discrimination on the bases of weight was more prominent among university's students. Fat students were soft target for shamers in the University.

Fat shaming was most common among university students. Victims of fat shaming were large number in National University of Modern Languages.

5.2.1.2 Perceptions

Fatness and obesity were perceived unhealthy by students. There were other perceptions about fatness which caused shaming among students. Obesity was perceived as unattractive. Students have sat up some standards for beauty. Slimness was perceived as beauty while fatness was generally associated with ugliness. *Fatness is not a disorder rather fat people have eating problems and thus they became fat. Fatness seems to me as result of laziness, idleness, and inactiveness. No one likes fat girls, and I will definitely not marry a girl who is not slim, and slimness is attractive for me, at least.* These were the words of a student. In the context of student's standards, obesity was a lazy attribute of someone, and obesity was also perceived as lack of self-control.

There were some nicknames through which victims of obesity shaming were called on. These nick names were different for each gender. Fat boys were called by the names of those animals who have large frames. They are associated with names like *Mota* (Fat), *Genda* (Rhino), *Hathi* (Elephant) and *Saand* (Bull). Sometimes even they were not called by their own names rather they were summoned as *Genda, Hathi and Saand* etc. Girls were not excluded in this regard. They also faced the same problems. *I feel so, disgusting whenever I heard someone calling me bhens but being called as Moti does not irritate me as much*, said one respondent. Girls were called as *Moti* (fat), *Bhens* (Buffalo) and *Bahubali* (a movie character of Telegu cinema). Most of students argued that these names were embarrassing, and their anguish increased when someone summoned them by such names.

5.2.1.3 Case study

Sana Murad "a student of English literature" was a victim of obese body shaming. She used to live with her parents in a village in Pind Sultani[5] but 5 years back her parents bought a house in Shehzad Town Islamabad, and they started living there. Sana gained 34 kilograms of weight after shifting to Islamabad and she was 93 when this study was conducted. So, due to her increase in weight she became a victim of obesity shaming.

Discussing about shaming she faced at Numl, she Narrated, *"Whenever you receive a comment on your appearance i.e., **MOTI**, its direct and immediate effect endure by mind. This purports one to think that why these people are talking like that? When I begin to answer this question, it occurs to me that my appearance let them to think and talk in that very manner. Predictably, it results in tension, stress, and anxiety".*

*When somebody furnished me with his/her such comment, I do not immediately feel it as stress. On the other hand, though, I sometime become very irritated when every other person uses the same word (**MOTI**) for my appearance, only than I exercise a little diet in my appetite. This only happens for a while-a week or two- but after this period of time, I lose that motivation and once again I exercise my routine i.e., become a voracious eater.*

Sana's fellows argued that Sana is stubborn. Sana further narrated that "When she sometime found herself under severe criticism; out of nowhere depression and anxiety surrounds her". A feeling of worthlessness, and irritation take over her emotions. Sana stated that criticism often compel her to rethink her body image and she then often considered herself as unworthy and undeserving. These feelings led Sana to be encircled by persistent sadness and helpless. Sana argued that most of her friends have turned their backs on her.

 She had a boyfriend who rejected to marry her just because she was chubby and he said, *"I will only marry you if you lose your weight to some considerable extent"*. This believe was the main reason for her stubborn disposition. She told her boyfriend to marry her at the very position and condition, which she possess. Obviously, he refused, and her

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[5] Pind Sultani is a village in Jand Tehsil of Attock district of Punjab Pakistan.

stubbornness disposition let her remain at the same condition which she possessed that time.

5.2.2 Skinny shaming

Javeria hold a view "*people merely considers fat shaming as type bullying, and they consider being called too skinny as a compliment but believe me skinny shaming is not any good. It also brings mental chaos, and the repercussions of skinny shaming is also as devastative as those of fat shaming*".

Just as fat and obesity, being too skinny was also not according to standards of beauty. Some students narrated that being skinny was a good and if someone called other skinny it was a compliment, but some skinny students faced discrimination due their skinny physic. Skinny shaming was real, and it could not be neglected.

Among university students, skinning was also a type of body on which skinny students were bullied and their fun was made. Skinny shaming was not as frequent as obesity shaming, but discrimination was still there. Skinny students faced body shaming and bulling.

5.2.2.1 Perceptions

Talking about perception most of the students thought that called being skinny was compliment. Sometimes it was, sometimes it was not. Some students wished to be skinny. For example, one respondent told me that sometimes fellows say "*Kaash k hum apki tarah patly hoty*". They wish that would have skinny body like me.

On the contrary there were lots of other perception about skinny physic. Negative comments and bad nick names were often heard by skinny respondent. They faced "*Ghar waly khana nahi dety?*" (Family do not allow you to eat?) and *kuch khaya piya kro* (eat and drink something).

Nicknames for skinning students included *machis ki tili* (Matchstick), *Saras* (Crane), and *Hadi Pehwalan*. Skinny students often encountered with such names. These nick names were very offensive according to them.

5.2.2.1.1 Case study

Musarat Khan was doing M.Phil. in psychology. She was having weight of 39 kilograms. She was objected to skinny shaming which she used to receive every now and then in university. She was having a view that if girls, say something bad about her physic, she would not mind at all, but she went harsh on boys who state something negative about her.

She narrates her story and experience in her own words as follows: *I am a little skinny with thin abdomen and flat chest. I will never notice what a female says about my appearance, but I will mind and take a good notice on what a male says about it. I used to contemplate on those words from a man day and night; if this person thinks like this than what my husband will think and feel and eventually will develop an opinion about my physique after marriage and this thought ultimately results as stress and anxiety. To encounter this thread, I use to take junk and unhealthy food that sometimes results in multiple diseases, but I never stop eating again due to that anxiety regarding my physique. As we know society is driven by the behaviour of its habitants – this implies on me like, people's behaviour towards my physique made even my behaviour alike them towards myself. First, I was fond to wear tight dresses-as they reveal my body parts-and people could easily notice my skinniness and furnish me with their comments that hurts my ego invariably. To dismantle this matter, I gradually started to wear loose dresses so that people could not find my skinniness.*

She has been used to people's statements like "what she will do with her life after being so skinny" and some show their discerns through words like "she will make it fine after her marriage etc." As for as her disposition was concerned, she did not want to hear such words coming from masculine community.

Looks did matter to her. She used to go to university with some preparation i.e., get dressed well- ironed clothes, polished, or cleaned shoes- and a little makeup too. But if for some reasons, she exempts one of the mentioned things than she is *like "Alas! How am I going to look today, what will people think about me etc."?* And then she was going to feel guilty and depressed even if no one noticed her, her appearance.

5.3 Shaming based on height.

Just like body size, height was also causing body shaming. Height either too tall or too short were regard not as normal. Those students who were too tall or too short student were facing this type of body shaming.

5.3.1 Tall shaming

Just like shaming based on weight, shaming based on height was also there among students. Students who were somehow taller than other faced this issue. Students categorized everything in a specific range. Anything above or below that range was considered as abnormal. Although it was a social prejudice, but this issue was present among students.

Students were discriminated because of their tall height. Bulling and body shaming were frequent among tall students. Tall boys were facing harsh words from other fellows. Same was for tall girls. Girls were more expose to this issue. Just because usually girls have short height than boys so, little increase in height were causing them body shaming.

5.3.1.1 Perceptions

Tall students encountered with body shaming. Tallness was usually regarded as attraction but as mentioned earlier those students set up certain range so, those students who were having tall heights were perceived stereotypically. Siraj said "*being 6 feet and 7 inches sometimes causes back pain but mental pain due to ill-defined beauty standards is far more frequent. Friends call me a soldier of cavalry among infantry (cavalry means soldier who fought on horseback while infantry is equipped to fight on foot).* Aside from this, tall students were also vulnerable to derogatory terms.

Different nicknames were associated with those tall students. *Kambha* (tower), *Lambo* (an extra tall person) and *Ount* (Camel) were used as a nick names for those students. This nick names were used for boys. Girls were also in this list, pet names given to them was also embarrassing. Names like *Dev* (Giant) and *Zirafa* (Giraffe) were used for girls.

5.3.2 Short shaming

Discrimination based on short height was more prominent among male students as compare females. Females were also victims of this social stigma, but short height was usually conceptualized with lack of masculinity so, this issue was male centric. Male students were often criticized due to their short heights.

Due to some genetical problems heights of two students below 5 feet. Both of short heighted students were having achondroplasia syndrome[6]. It was syndrome which caused short height and dwarfism. Human growth hormone deficiency was main reason of this. It was inherited in one respondent because his father was also having achondroplasia but in second one it was caused by genetical mutation. Due to their short height, they were a victims of body shaming.

5.3.2.1 Perceptions

There were double standards of society in this regard also, if someone was tall, he/she was bullied because of tall height same was case with short people, if someone was having short height, he was being ashamed by his fellows and by the society because of his/her short height. As mentioned earlier that there were some preconceived notions of acceptability so, anything beyond those notions were unacceptable. So, short height falls under that category.

Being short heighted is a big problem especially for boys. You cannot apply to various government jobs, but the major problem comes from society when they make fun of you. In that moment wild thought like killing that bully comes in to mind. Respondents who face short shaming shared his feelings in these words.

There were different stereotypes and nick names for short people. Students who were having short heights claimed that they are often called as bonay (Dwarf), Alam Channa (A Pakistani who was the tallest man in the world between 1982 to 1998), Tyrion Lannister

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[6] It is a disease of bone growth. It usually prevents the changing of cartilage and thus, a person remains short heighted.

(A character of HBO's Game of thrones) and others. Alan Channa name used to make fun of that short student because he was the tallest man, it was an ironical stereotype.

5.4 Shaming based on skin complexion.

Body shaming based on skin complexion was also quite frequent. Those students who were having dark complexion were victimized by others and those who were having other types of skin complexion also faced this issue.

5.4.1 Dark skin shaming

Body shaming based on skin colour was more visible among females. In Numl there was notion of fair beauty. Fair skin complexion was considered as symbol of beauty. Those who were having dark skins often dealt with discrimination.

Body shaming due to dark skin complexion was common among both genders, but females were somehow targeted more in this regard. Those female students whose skin colour was little bit dark, they were soft targets of body-shammers. One Male student was also victimized due dark complexion, but the ratio of female students was more than male. It was related to racism in general. Male student who faced dark shaming stated *"As it is known that India and Pakistan were ruled by Britain. Britain were whites and they were master so; it has been conceived that white skin means superiority*. Thus, dark skin is subjected to body shaming.*

5.4.1.1 Perception

Female students with dark complexion were subjects to social rejection. Dark skin was perceived as ugly and something not worthy of attraction. This was also form of social prejudice. Body-shammers were not in favour of considering it a type of shaming. It was just for fun according to shammers.

 Some titles and names were given to those were having dark complexion. West Indian, and Kaliya (Black) were common names among boys. On the other hand, females' students

were called as Snow white for ridicule, other names included Bhootni (Female ghost) and Kali (black female).

5.5.2 Other skin complexion shaming

Shaming was not exclusive to dark complexion. Students with Other complexion also dealt with body shaming. Those students who were having reddish and extra whitish skin were subjected to body shaming.

There were some skin diseases among three students in which the skin lost it original colour. One was having Vitiligo[7], he was bullied due to his skin condition. Albino[8] student also claimed that he was having the same problems.

5.5.2.1 Perception

Due to conceptualization and standardization of everything in society, discrimination based on skin colour was also present. Skin colour was perceived, fair and white as a symbol of beauty. Other types of skin colour suffered from shaming.

Those students who were having reddish and whitish skin where named as red monster and water mammal etc. Student who was having vitiligo was called as *rung brunga* (Multi-coloured) and patchy. Albino student was also subjected to this issue. He reported that he was called *Barfani reech* (Polar bear).

5.6 Shaming based on facial features.

Body shaming was not specific with size, height, and skin complexion. Among students' facial features were also causing body shaming. This included flat or long nose, squint eyes, and different ears' shape. Students having these condition were dealing with body shaming in university.

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[7] (a disease in which skin become discoloured Pigments cells are lost and thus skin losses its colour).

[8] A person who is having albinism a genetic disorder where people are born without usual pigments in their bodies.

5.6.1 Perception

Social prejudices were there when it came to facial feature of student. Those students who were having some sort of disorder or they were born with unusual organs shapes faced bullying. They were harassed verbally by other students due to their facial features.

One Student was having flat nose he was called as *Chodi Naak* (Wide Nose), student who was having long nose was referred as *Khanjar Naak* (Dagger nose) etc. Student who was having squint eyes was summoned as *Kahi pay Nigahain or Kahi Py Nishina* (It is Idiom of Urdu which means looking at something and aiming at something else). Student with unusual ear shape was called as *Phanka* (Fan).

5.7 Other types of body shaming.

Other types of body shaming among student were based on some sort of disability. This included cripple students and students with other type of disability. Disabled people need special attention but here they were also victims of body shaming. They were not free from the evil of body shaming.

Body shaming based on lack of masculinity was although not as frequent as obesity or dark complexion shaming, but this was present among students. One Student was lacking masculinity and he was having no beard. He was victim of this type of body shaming.

5.7.1Perception

Disability should not be perceived as prejudice but there were stereotypes about disability also. Cripples and other disable students were also expose to preconceived notions of bullying. Cripple student claimed that he was often called as *Lola* (Limp) and *Langra* (Cripple).

Student who was not having beard was labelled as lack of masculinity and was called as *Hijra* and *Khusra*. These are Urdu words for transsexual.

Chapter 6

6.1 Factors responsible for body shaming

There were various factors which were responsible for body shaming. The conceptualization and standardization of beauty have been brought by globalization. Globalization has changed our world drastically. Globalization has imposed Certain ideas and epistemes as standards. If we look into past few decades there has been noticed a shift in adaptation. People had been enforced to adapt widespread conceptualization and standardization. The ideals, concepts and standards of body size, physical appearance and shape have also fallen in this category and now people have adapted those concepts.

Students stated that Cultural definitions of beauty and ideals body have been faded away and global trends have taken place instead. In Pakistani society there were no ideals when it came to appearance or body shape in past. People of dark skin colour, large body frames and any type of physical appearance were acceptable back then but now each society has set standards of beauty and normality and those who do not fall into these so-called standards are considered as unattractive and ugly.

On another occasion one student stated that the sets of normality have been narrowed down. If someone try to compare the range of normality in contrast to abnormality, she will find that abnormality has way more wide range in social standards as compared to normality. Same is the case with concept of beauty and the stigma of body shaming. Beauty has been narrowed down in socio-cultural context while ugliness has wide range. So, victims of social prejudice could way more than socially acceptable ones.

6.2 Body shaming in the context of cultural changing

Globalization has brought different changes in socio-cultural life of students. Social, political, and economic changes were the main highlights of globalization. Social changes were way more prominent and rapid. Social norms of student's society have been merging into global norms. Student in order to homogenize their culture with global trends adapted

various phenomena which were west oriented. Same was the case with conceptualization and standardization of beauty. Slim body, fair skin and tall height were the standards of beauty according to the students.

During this study, the researcher explored that there was a dichotomy of attributes of beauty among students who belonged to different cultures. Students were following same social system, but the definition and attribute of beauty were different. Some were less influenced by global norms who followed traditional concepts of beauty while those were submitted to global ideals were having different opinion regarding beauty. Regarding beauty, some argued that body should be as it is portrayed in movies and advertisement but other were of the view that exaggeration is not part of beauty rather, we should let the socio-cultural norms of that particular areas to decide what is beauty, to which we belong.

6.2.1 Case study

Noshaba Hayat was student of English literature in National University of Modern Languages. She was doing his M.Phil. degree. She has been a victim of body shaming. She has 110 kilograms of weight. She shared her story that how she was treated in Islamabad differently than his village.

Noshaba Hayat lived in a village in Bannu district Khyber Pakhtunkhwa called Umerzai. Umerzai have population over ten thousand. People of Umerzai belonged to Ahmadzai clan of Wazir tribe. They were having different ideals of Beauty than that of Islamabad.

According to the elders and those who have no exposure to modern trends, contrary to other societies fatness was an ideal of beauty. Those females who were overweight were considered as symbol of beauty while thin and slim females were considered as unattractive.

People of Noshaba's village were matrilocal and matrilineal people. They were having their own concept of bride wealth. Opposite to dowry, in bride wealth system a groom's family was supposed to pay to bride's family for home appliances and other essential stuff. Noshaba narrated "*Usually 4 to seven tolas (48 to 84 grams) of gold and one to three lakhs rupees were given to the family of bride in the form of bride's wealth*".

This bride wealth depended on body size of the women. If woman was overweight, her family would demand seven tolas of gold and three lakhs of rupees but if bride was thin and slim her family might demand just four or five tolas of gold and one or one and half lakh of rupees.

Noshaba claimed that in her village she would receive way more money and gold than slim girl but in Islamabad she faced body shaming.

So, it became clear that concept of beauty was embedded in cultural context. The educated youth and those people who have exposure of other areas were conceiving fatness in derogatory terms. For them, fat and chubbiness were not the ideals of beauty rather they preferred slim and smart girl for marriage. So, there was a cultural dichotomy in traditional and global domain. Now global ideals were more likely to adapt, and this triggered body shaming based on body size, physical appearance, and skin colour etc.

6.3 Role of media in fuelling body shaming

Body shaming was a curse for its victims. There were various factors responsible for body shaming among these factors' media was most prominent. The wrong narrative of beauty had been perpetuated by mass media and it had set the minds of students to rethink and reconsider the standards of beauty.

Media was a perpetuating a narrative that fair and white skin was symbol of beauty. In this very narrative there was hate and stigma against dark skin. Mass media shared different ideas of beauty for example tallness according to media was beauty so, it meant that shortness was opposite to beauty meant it was ugliness. Slim size was perpetuated a symbol of attraction while fatness and obesity were considered as ugliness. Media showed its hypocritic nature through perpetuating these narratives. It was among the key cause of body shaming among the students.

6.3.1 Role of print media

Print media was playing its role in perceiving bad body image and body shaming. Newspaper were full of glamourous advertisement which carried a certain idea of so-called

perfect body size. There were tons of advertisement in newspapers and magazines which depicted fair skin and slim body as an ideal. All these were complained with those students who were facing body shaming.

Portraits of models who have slim figure, fair skin and tall height were found in almost each corner and squire of big cities, especially Islamabad. These portraits, Posters, banners, and Pana flexes were of various cosmetic industries and of other stuff. Through these posters print media tried to conceptualize the so called ideal of beauty. This ideal then brought body shaming and negative perceptions about plus size, dark skin, and short height. Islamabad was full of such posters and banners so; it has been conceptualized to student that these were the ideals of beauty and other was ugliness. So that was why according to students, print media was responsible for bringing the phenomenon of body shaming among students.

Figure 7: Poster of a beauty cream

6.3.2 Role of electronic media

Electronic media's role in body shaming was way more than print media. There were lots of stuff which portrayed body shaming in students' views. There were lots of advertisement

of fairness cream, weight loss remedies, weight gain products, height increase products, hair fall solutions and other stuff. Often in these advertisements those body sizes, heights and skin colour were criticized which were fat, short and dark.

According to students, electronic media portrayed fat bodies, dark complexion, and short height in ridiculous way. For example, in advertisement fun has been made of obese people, short people and people having dark skin. These advertisements were among the root causes of body shaming. Students were often influenced by these ridiculous advertisements and then they made fun of obese, short, tall, and dark skin etc.

Asking about the role of electronic media in causing body shaming one female respondent who were having squint eyes and she was a victim of body shaming told about advertisement of Olivia Kajal she narrated "Tele *vision By Mehwish Hayat Olivia Kajal ki mashoori krti hai k mukamal khobsurati k liye Chahiye khobsurat ankhain or khobsurat ankhon k liye meray pass hai kuch Khas. Mera Olivia Kajal".* She claimed that those actresses like Mehwish Hayat and other actors who work in such type of advertisement that big eyes are beautiful, were responsible for body shaming.

6.3.2.1 Case study

Tariq Usman was a student of linguistics at university of modern languages. He was 4 feet seven inches tall. He was often being ashamed due to his height. This type of shaming was happening to him since his boyhood.

Tariq claimed that friend called him dwarf. They often use to say that dwarf people were very greedy. The dwarf word was connotated negative by him.

He told that *I sometimes feels that I have no importance. No one will ever feel sorry for me if die. I feel disgusted and my self-esteem has been damaged due this narrative. Sometimes I complaints to Allah that why you made me this. There are no limits in your treasure. So, if you have made me as other it would be better for me.*

Tariq Usman was of the view that electronic media is fuelling the concept of body shaming. The role of media was too much. He further narrated "*People are obsessed by media. They usually buy those products which claims to make you taller, handsome, and fair. Apart*

from this media is also responsible for labelling specific terms to a specific type of body. When people use to call me minion, kudo, or some other names of movie character then the role of media is quite visible".

6.3.3 Role of social media

Social media had always affected on student's perception about ideal bodies. Social media also effected students and the way they view their own bodies. Sometime a student who faced body shaming was not ridiculed by other fellow students but rather he/she was ashamed through social media platforms.

Body image of victim students were damaged due to overpainted photographs of other fellows on social media. Students argued that sometimes they wished that they have same body figures as their fellow students and social media was fuelling such sentiment and desires.

Social media platforms like snapchat, Facebook, Instagram and Line were full of such contents which portrayed the obesity, dark skin, and short height in negative way. There were hundreds of pages on these platforms which were paid by cosmetic, pharmaceutical, and other companies to make fun of such people so, they should reconsider their appearance and take measurement to idealize their appearance. These pages were making people ashamed of their own bodies. Students of Numl were among daily users of these social media platforms. Almost each student was having account in these platforms. The narrative of body shaming portrayed in social media made impression on the minds of students and then they committed body shaming. Victims of body shaming claimed that Facebook, Instagram, and Snapchat have embedded the social stigma of body shaming in the minds of students.

6.3.3.1 Case study

Minal Qaisar was a student of Pakistan studies at National University of modern sciences. She was facing obesity shaming. She was having a view that social media was getting handy in society. She herself used at least 6 hours daily. She reported that social media was

responsible for setting up minds of people to perceive fat and dark complexion as ugly. She discussed that the characters used by these platforms as hero and heroine were supposed to be tall and smart either way. People playing main roles i.e., hero and heroine must encompass characteristics of people having ideal physique and fair looks. On the other hand, a character having opposite physique-fat body and not so fair looks, were supposed to get negative comments and even they got to perform negative roles in the play too. She further narrated that *"This, I believe pave the way towards building society's disposition towards people having body shaming, and hence social media become a major pillar in enhancing body shaming issues in today's society"*.

Media was always up to promoting beauty in appearance, which she believed was a negative trait of Media. The perspective which it came up with, was also totally negative. People always found their way to anxiety and stress, which sometimes caused suicide attempts. Advertisements in various media platforms depicting people who strived to attain loss in their weight within a week or month. Which she believed was not applicable practically. When it comes to her, she argued that *I need a year or even a half more for attaining such things*.

6.3.3.2 Facebook

Facebook was an amazing social media's platform which connects people across the globe according to students. Facebook was very good for sharing ideas and expression, but according to the victims of body shaming it was not without its flaws. Facebook has its negative side when come to body image.

Most of student at university were subjected to body shaming on Facebook. Students were receiving negative feedbacks on Facebook because their bodies did not match the unreasonable concepts and standards by people in today's time. One student claimed that Facebook has been perpetuating a fallacious belief of "*how our bodies should be"*. It was having negative impression on body image, and it was a factor responsible for body shaming.

According to the victims of body shaming Facebook carried the ideas of weight biases, height biases, biases based on skin complexion and other physical biases. Now physical appearance defined them who they were.

6.3.3.3 Instagram

Undoubtedly Instagram was the worst social media platform when it came to body shaming. All social media platforms effected of students' feeling about their own self, but Instagram was worst among these platforms. Instagram negative impact on body image were crystal clear because it was platform mostly for imagery and photos.

Students at National university of Modern Languages claimed that one main cause of body shaming was Instagram. The myth of beauty was more prominent in Instagram than any other social media platform. They claimed that Instagram was promoting fake and unattainable standards of beauty.

Instagram was platform which set the mind of other student to make fun of obese, dark, and short people. It also made students to compare themselves to the people in Instagram images so, they should criticize their own selves.

6.4 Role of cosmetic industry

Cosmetic industry was mother of these unattainable and unrealistic narratives of beauty in students' view. According to students of NUML university the ideas of so-called standards of beauty was common in cosmetic industry than any other business.

Cosmetic industry perpetuated the ideals of beauty of almost each part of body. Victims of body shaming argued that cosmetic industry in order to sell their product portrays so called perfection of a physical appearance and skin complexion.

One victim of body shaming argued that "*to sell the fair skin products cosmetic industry portrays dark and brown skin in negative terms. To sell their hair products they make fun of frizzy hairs. The colour of hair is not good enough so, you should colour it with our products. Fairness is considered as beauty so; it means that cosmetic industries are following the narratives of racism*".

She further argued that there was fairness cream which was selling like hot cakes in Pakistan and India. The name of that cream was fair and lovely. It meant Fairness was lovely. The very name of that cream was carrying the ideas of racism. Advertisement of beauty products were full of negative perception about dark skin so, it has set the mind of the people especially student to make other ashamed of their appearance.

6.5 Fashion World

Some students stated that that fashion industry has also perpetuated the unfeasible narrative of beauty. Fashion industries through its various products carries negative body images. These narratives have impacted the perception of student about body shaming.

Models were usually slim and tall in fashion world. According to one of the victims "*Fashion industry has female model with fair complexion, 5 feet seven inches to 5 feet 9 inches tall and with slim physic. Their products for example clothes, are best suited for this height, weight, and skin. Although there are plus size and skinny models too, but they are far from mainstream fashion industry, they merely participate in specific event of fashion world*. So, these stereotypes triggered body shaming because many students were taking keen interest in fashion world. According to those interested students "anything apart from those unrealistic ideals are ugliness". Those students were the most prominent figure who bullied and harassed others due to their physical appearance.

6.6 Film Industry

Movies and film industry also played their role in triggering body shaming. Movies were strong medium of propaganda in the views of students. Political strategies and ideas, economic designs and other propagation were seen in movies. It was great tool nowadays for carrying certain narratives.

In students' views film industry was also affecting body image. They further stated that shame and negative body image were happening in Hollywood, Bollywood, and Pakistani movies. Muscular actor with six packs and tall height was regarded as superhero. Fair skin women in Bollywood movies were more likely to accept rather than actresses with dark

complexion. Actresses were overpainted to look more beautiful according to their so-called standards. According to student film industry was causing body shaming. There were very less almost negligible movies where fat actor or actresses were enrolled. Actor and actresses with short height were almost never seen in leading role.

An MPhil student who was a victim of body shaming argued "*there are concept of body shaming in Pakistani dramas. Fat and short people are subjected to comedy only. They often face ridicule in dramas. Same is the case with Bollywood movies. Fat people are considered lazy, and they treated in movies like clowns. There are some Bollywood movies which tried to normalized body shaming. Dum laga ke haisha, bodyguard and kabhi Khushi kabhi gham are such movies in which the writers and directors tried to normalized body shaming, which is bad. In Hollywood, apart from Peter Dinklage's role of Tyrion Lannister, I haven't seen any movie where short or fat person got a positive role.*"

Film industry was followed by majority of students. Style of actors and actresses were copied by the students. Anything related to body shaming, negative body image and other offensive materials also caught the minds of student so, they used to repeat those offensive material which caused negative body image and body shaming among students.

6.7 Other factors

Other factors responsible for body shaming in students' view were clothing stores, shoes outlets and other stores. In these stores, clothes, shoes and other stuff of normal size and height were often available. Overweight students often found themselves discriminated when they did not find clothes and shoes of their sizes. Clothes and shoes available at those stores were often too small for their feet.

Students argued that these stores were also responsible for body shaming because these stores carried certain stereotypes against overweight and fat people.

6.7.1 Mannequins

Mannequins in cloth store were also source of body shaming. These mannequins kept in boutiques and cloth store were often of ideals sizes and shapes. Often these boutiques and

stores were having no clothes for plus size and tall people. They face troubles finding clothes of their size and sometimes they were ridiculed at those stores.

Figure 8:Mannequin in a boutique in Islamabad

Chapter 7

7.1 Disturbance in students' lives due to body shaming.

Body shaming caused lots of troubles and disturbance in students' lives. Students who were facing body shaming were exposed to various disturbances. Some of them were living a miserable life. They were paying a huge price due to this discrimination and social stigma.

Body shaming was reported as a root cause to various psychological, social, physical, and eating disorders. All these disorders were linked with each other, and body shaming was like a binding force which kept these disorders connected.

As the researcher mentioned earlier that were different types of body shaming. Each type of body shaming were causing some sort of social, physical, or psychological issues. Sometimes same results were noted among student who have faced different type of body shaming but there were also different disorders among student who were victims of same category of shaming.

7.2 Psychological disorders due to body shaming

Most common disturbances were reported in mental health. Body shaming's initial and instinct drawback were noted down in psychological health. Body shaming was affecting the cognitive abilities of students.

Psychological health is like a central operating system which controls all other systems of body. Brain is a central processing unit of human body. Body shaming adverted these functions of human body. These stereotypes, stigmas and social prejudices of body shaming were damaging mental health of students.

During this study there was not a single victim who was not having any psychological problem. Severity of psychological issues and disorders were based on the degree of shaming and bullying. Some students were having less psychological issues due to lesser exposure to body shaming. But on the contrary, those who were more exposed to body

shaming they were having severe psychological disorders. They were facing body shaming frequently and almost daily.

During this study victims of tall shaming were having less psychological issues, but victims of fat and dark shaming were among those were more on the dangerous side of psychological issues.

7.2.1 Negative body image

Among the victims of body shaming negative body image was very common. Students who being ashamed due to their appearance were looking toward themselves in a negative way. Their feeling, thoughts and views about their own bodies were not in good manners. There were not satisfied with their physical appearance. Victims of body shaming were of the view that there are nothing attractive in them, and they attached negative emotions with their own bodies.

Negative perception of other students led them to see themselves negatively. Body shaming was a key to negative body image, it further brought other psychological disorders among the victims of body shaming.

Few students argued that they daily look at their bodies in the mirror and then they remember verbal offense of their fellow student regarding their appearance, then they got sad and worry. Pessimistic and stressful condition were dealt by those students daily.

Negative body image was more common among female victims of body shaming. It was also present among male student, but the level of dissatisfaction was at higher level among female students.

7.2.2 Low Self esteem

Self-esteem was an important component in understanding students' cognition. It was evaluation of the students of their own selves. Low Self-esteem brought negative emotional changes. Self-esteem of those student in National University of Modern science was very low who have faced body shaming.

Low esteem was creating troubles and issues in the daily lives of victims. Most of them were having a common perception that they are unworthy, and others are way more valuable than them. There only concern was that they are not able to compete with others regardless of their capabilities in academic field. Low self-esteem was a main source of fear among those students who were facing body shaming.

There was one female student who was having a very good academic record in matric and intermediate. She was having over 85% of marks in intermediate. She gained weight after intermediate and when she got admission in NUML, she was over 105 kilograms. She was often bullied due to her weight. She argued that her self-esteem has been decreased, and her performance in academic level has been declined since then. The result of her previous semester was 2.7 GPA. So, it means that low self-esteem has lots of negative impacts on students' lives.

7.2.3 Self-criticism

Another psychological issue among the victims of body shaming was self-criticism. Students at National University of modern languages who were suffering from social stigma and body shaming were also involved in self-criticism. They were in harsh self-scrutiny. Most of them were in inferiority complex. They were considering themselves as of low importance as compared to others.

Victims of body shaming were humiliated due to their appearance and thus this humiliation led them to criticize themselves harshly. This self-criticism was indeed very dangerous. Student became their own worse critics. Sometimes even if they were not criticizing or bullied by other student, they criticize themselves just because self-criticism was embedded in their cognition.

Self-criticism was common among the victims with dark complexion. Few students claimed now they think that being black is the worst thing in this world. Male student who face shaming based on dark complexion were having different opinions. Although Self-criticism was among them also, but they argued that in our society dark skin males are acceptable somehow as compared to females.

7.2.4 Generalized Anxiety Disorder

Body shaming and anxiety frequently interfered in the lives of students. Anxiety has various categories. The one found in students was generalized anxiety disorders. Students were excessively and exaggeratedly worried about their lives. In general, the phenomenon of body shaming was seemed not as dangerous but after studying it effects of students' lives, it was impossible to overturn its negative impacts.

Students who were having generalized anxiety disorders were clinically diagnosed. There were few students using some sort of therapies also. Irritation was common among them. Student who were having this psychological disorder due to body shaming and bulling were having troubles in sleeping. They claimed that they go to bathrooms very frequently.

Generalized anxiety disorder was mostly of long-term nature among students. Student who were having this issue reported that were diagnosed with disorder few months ago.

7.2.5 Phobias

Body shaming impacted the imagination of students. Victims were having strong imagination of threats which were not present actually. They were afraid of unknown dangers. Phobias were fear or being afraid of something and among two students it was present.

2 Student at National University of Modern Languages who have faced body shaming were having phobias. Mirror phobia was common among them both of those students were afraid to look at their bodies in mirror. Due to mass criticism from their fellow student about physical appearance they were unable to look at their own selves in mirror.

Those students who were having phobia were also distressed and depressed. One student claimed that "*mai Jub bhi Ainy mai apny apko dekhti ho mujhy gin ati hai khud sy. Mai sochti ho k abhi pistol lo or khud ko goli* maro." (Wherever I look at myself in mirror I curse my own self. I sometimes think to commit suicide and to fire myself with pistol). This statement showed how severe form of phobia she was having.

7.2.5 Social anxiety disorders

Few students who were being ashamed of their physical appearance were having social anxiety disorder. Some of the victims of body shaming were having difficulties in interaction with other students. They were afraid, that other will judge them negatively.

Socially anxious students were afraid to join others on any occasion. In National University of Modern Languages student did arranged welcome parties for newcomers, farewell parties for those were in their last semester. Apart from welcome and farewell parties there were other programs for example, cultural musical nights and funfairs. Those students who were having social anxiety disorder claimed that they never attended such programs because they were afraid that they would be criticized and judged negatively in those programs. There were having very few or almost no friends. Their social lives were in miserable conditions.

Some of those students even claimed that they never eat and drink something in front of other people. This attitude showed the severity of their social anxiety.

7.3 Eating disorders

Eating disorders were those disorder where students reported abnormal habits of eating occurred among them. Eating pattern of a students were disturbed due to body shaming. They were preoccupied with body image and food. Most of the student blamed body shaming for these eating behaviours.

Two types of eating disorder were reported during this study. Student were either eating too much and then unhealthy ways were adapted to vomit excessive food, or they were pre-occupied with weight gain and their food consumption was restricted. Eating disorders were causing further shame. Student who were having these eating disorders were feeling guilty, especially those who were eating too much than required amount of food and then force vomiting to get rid of extra calories. Eating disorders were also linked with psychological disorders. These caused anxiety, distress, and guilt among the students.

Eating disorders were present in those students who faced fat shaming and skinny shaming. Other victims of body shaming were not diagnosed with these disorders.

7.3.1 Bulimia Nervosa

One of the Students who was victim of fat shaming was having this eating disorders. Bulimia nervosa was an eating disorder in which that student ate too much. Large amount of food was consumed, and then unhealthy ways were adapted to get off that excessive amount of food. This issue was reported by one fat female as well as one skinny student.

Fat student in order to maintain weight was opting for force vomiting. She claimed that she starts vomiting by entering fingers in oral cavity. Through this way she tries to maintain her weight.

7.3.1.1 Case study

Nosheen Arif was a student of BS honour in economics. She was having a weight of 97 kilograms. According to Nosheen she was bullied in university due to her obesity. Apart from university sometimes she faced offensive comments from people around her at public places. She mentioned that several times while traveling in metro, at shopping mall, and at parks, she faced abusive comments.

Nosheen tried to lose her weight and for that she consulted with a nutritionist. According to her "*I followed her prescribed diet plan for a month, but I did not feel that I was losing weight. So, I quit diet plan and start searching for other alternatives. I meet one of my college friends who lost her 18 kilograms of weight in 5 months through dieting. Dieting was very difficult for me so, instead of dieting I consumed the same amount of food if not more but during night before sleep time I used to put fingers in the mouth to pharynx and vomit to throw away excessive food*".

This was quite unusual for her family and her father took her to a doctor for consultation. Doctor told her that she has an eating disorder "*bulimia nervosa*" and it can cause physical as well as psychological harms. Nosheen further narrated that although she does not opt

for force vomiting everyday but occasionally, she still tries to avoid extra calories through that.

7.3.2 Anorexia Nervosa

Anorexia nervosa was another eating disorder among few students. Victims of that disorder ate very little amount of food. Student who were having this issue were mostly those were facing fat shaming. Two of the victims of fat shaming argued that they were doing extreme dieting. They were barely in a position to perform their day-to-day tasks due this eating disturbance. This issue was indeed very harmful, and its negative impacts were clearly visible. There were dark circles around the eyes of those students. Though they were fat, but they seemed weak both emotionally and physically.

One of those two students who were having anorexia nervosa told the researcher that she consulted with doctor about his weight. The doctors gave her some medicines and told her to avoid excessive food. After sometimes when she again visited the doctor. The doctor tested her in laboratory and forbade her to not diet at extreme level because essential nutrient was lacking in her diet. Doctor diagnosed her with anorexia nervosa and told her to take medicine. She further claimed that she thought extreme dieting was the only through she can get rid of body shaming though it was harmful.

One skinny student on the other hand argued that although she face body shaming due to her skinny physic, but she was very afraid of weight gain. So, she also opt for this harmful way in order to keep herself skinny.

7.4 Social drawbacks of body shaming

Students were paying a huge price in their social lives due to Body shaming. Most of them were unable to maintain a good social life. Social activities were restricted very much. The participations of some of the students who were exposed to body shaming in social activities were almost negligible. Social seclusion, self-harm and suicide attempts were reported by those students.

7.4.1 Social seclusion

Those students who were facing stereotypes regarding their physical appearance were living in social seclusion. This social seclusion was imposed by those victims on their own selves in order to save themselves from bad comments, jokes, and other offensive words. Most of them were living in isolation. They did not want to sit with others; they were not in favour of eating with others. Asking from students about his odd behaviour he replied that "*just like in Hinduism Dalits are mistreated here we are the mistreated. We are untouchables of this society. We are hunted by the offenders like Nazi's hunt of Jews. So, that is why we tend to prefer seclusion*".

7.4.1 Self-harm

Body shaming were creating a higher risk of self-harm and self-injury among students. Self-criticism sometimes led the students to harm themselves physically. Depression, anxiety, bullying, shaming, and social isolation caused self-harm among the victims.

Three female and two male students showed their injuries which according to them were the result of bad comments and bullying. These injuries included scratches, cutting with blade and knife injury. Some cuts were very deep.

7.4.1.1 Case study

Arzo Qasim was a student of management science. She was having a dark complexion, and there were lots of steins on her face. She was a soft target for her fellow girls who ridiculed her every now and then due to her complexion and steins.

Arzo tried various beauty products especially fairness creams, so she could remove steins from her face and get a fair skin, but the results were not favourable all the time. Arzo narrated that she tried several creams namely Fair and Lovely, Golden Pearl, L'Oréal, Gypsy whitening cream and Shanza whitening cream. Golden pearl, Fair n lovely, and L'Oréal showed impressive results initially. She was satisfied with the results of these

creams but after few weeks she started to realize that her complexion was still not according to her desires. She got pessimistic and she started criticizing herself.

Azro was called *Churail* (Witch) and *Kali Kloti* due to her complexion. Azro was mentally disturbed she was very upset due to these offensive words. She narrated "*I thought to put end to my life, but I did not muster enough courage to take my life but instead I took knife and start cutting myself*".

Arzo showed her hands, neck, and shoulder where cuts were visible. Arzo's brother took her to a psychiatrist. Psychiatrist advised her to stay positive and give her dose of medicine. Azro further narrated that although she has not harmed herself after that occasion but still sometimes, she thinks that it would be better to commit suicide.

7.4.2 Suicide attempt

The ultimate negative price, which was paid by a victim, was to put an end to his/her life. Body shaming was increasing suicidal thoughts among the students. 6 of 22 students reported that they have thought about suicide due to anxiety and depression caused by body shaming.

2 students among those six made an attempt to end their lives. Boy who was bullied due lack of masculinity argued that he once tried to commit suicide, but his family instantly taken him to the hospital where was treated on time and his life was saved. A girl who faced shaming due to her complexion also reported that she attempted to suicide.

7.4.2.1 Case study

Maria Fazal was a student of Linguistics. She was doing B.S in English Literature from NUML University. She was a victim of dark shaming. Students were calling her *Churail* (Witch). She was having generalized anxiety disorder as well social anxiety disorder due to shaming.

She claimed that she used different types of remedies in order to get fair skin. *Desi totky* (home remedies), allopathic medicine and cosmetic stuff were used. Fair and lovely,

Golden pearl and Loreal cream were used by her for this purpose. She claimed that after spending thousands of moneys she noticed that the end results of these creams, medicines and totky were not satisfactorily. In fact, there was no change at all.

She used to hear offensive words, bullying and body shaming almost on the daily basis. She narrated that when she put picture of herself on Instagram using some sort of beauty filter. Some people in comment were using bad word for example *"Churail tu Instagram mai thori Dhang ki lag rahi. Koi dekhy tu shayed achi lagi. Real mai dekhy ga tu ulti karega"*. (Witch is looking good on Instagram, someone might like her, but if he see her in person, he will vomit instantly).

She said that one day she was bullied at bus stop by someone in the morning and then in the class she did not answer the question asked by the teacher. Teacher said something indirectly about her complexion. She further narrated "*When I reached home, I took pesticide. I fall in my bed; my brother came to my room, and he saw me. He cried and then my father and other family member took me to the hospital. She said that she was there for one week. Endoscopy were done twice in the hospital. Though she was cured but still she was having stomach problems more often. That pesticide damaged her stomach, and this was all due to body shaming.*

8 Summary and Conclusion

8.1 summary

This study was conducted in National university of Modern Languages. The purpose of this study was to explore the types of body shaming, the factors responsible for body shaming and to figure out negative changes in the lives of students due to body shaming.

There were various types of body shaming among the students of Numl. There were types of body shaming based on body size. Fat or obese shaming and skinny shaming were among these types. The perceptions of students were offensive and offensive terms were used for example obese were called Saand[9] and Bhens[10] depending on gender. Short and very tall heighted students were also facing body shaming based on their height. Kamba, Lambo, and Kudo were common names for them. Another type of shaming was based on skin complexion. Students who were having dark complexion were among its victims. Lastly, there was body shaming based on facial and physical features. students were also expose to this discrimination and they were also labelled as ugly.

Exploring factors responsible for body shaming among the students the researcher came to know that causes of body shaming were various. Due to globalization, there has been a shift in cultural norms. People now reluctantly follow trend set by westerners. Different types of medias were also fuelling these trends. Social media like Facebook and Instagram are full of glamourous advertisements which perpetuate the narratives of tall, slim, and fair skin as symbol of beauty. These narratives ultimately bring body shaming and bullying to those who do not fit into this category. Movies and tv serials also play a role in burning up the feelings of people due to their usages of cosmetics and conceptualization of standards of beauty. Fat actors are used as clowns. Short heighted and people with dark complexion are mocked-up in movies and serials especially in Pakistan and India. Cloth stores and boutiques are also among the factors which brought body shaming. Clothes displayed in

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[9] Urdu word for bull
[10] Urdu word for buffalo

clothes store putted on mannequins are of the ideal height and size. So, media, movies, television, cosmetic industry, and clothes stores are trying to conceptualize and standardize the epitome of beauty.

Finally, the researcher tried to explore the shortcomings and drawbacks of body shaming among the students at National University of Modern Language. The students were facing social disturbance in their lives. Some of them cut their ties with their fellows and they opted for staying along. They did not want to join other in order to stay social. Social seclusion was another con which was brought by body shaming. Some students were isolated, and their argument was that the harsh behaviour of society has left them secluded. Exploring mental disorder brought by body shaming the researcher came to know that negative body image, self-criticism, self-harm, and social anxiety disorder were common among few students. Those students were also having phobias especially mirror phobia. Lastly, body shaming caused suicide attempts in students. 2 out of 22 respondents tried to take their lives but they were rescued thankfully.

Summing up this research, the researcher found that body shaming was indeed very harmful, and its drawbacks were clear and visible across the social, physical, and psychological realm.

8.2 Conclusion

Body shaming has various types, and various assumptions have been associated with each type of body shaming. People usually finds something to make fun of others, and body shaming is used to disgrace others. Body shaming is such way, where people feel comfortable to dishonour others, based on their body mass, skin colour, height, facial features, or other physical features. There are no fix criteria of body shaming. Each physical feature of human which is not according to the conceptualization of beauty is expose to body shaming. If someone is fat, he/she is categorized as an ugly as well as if someone is skinny, he/she is also put into the category of ugliness. Those who have dark complexion are treated as unattractive and ugly and those who have too white complexion and those who have some sort of skin problems for example vitiligo, are also soft target of shamers.

Height is usually assumed as symbol of beauty but those who have height over six and half feet are the victims of body shaming. Short height shaming is most dangerous form of body shaming among men. After conducting this study, the researcher came to know that there very narrow range of normality in Pakistani society because there were short ranges of skin colours, body heights, body weight and other features which were acceptable in society while those ranges which were unacceptable were having very wide wavelength.

Exploring the concept of body shaming it was concluded that the phenomenon of body shaming was an alienated one. In orthodox cultures there were concepts of beauty which were portrayed as ugliness in those societies which were expose to globalization and modern trends. For example, there were societies were overweightness was a symbol of beauty but at locale of this study, fatness was conceived as a symbol of ugliness. So, it meant that these concepts were borrowed from western world. One of the most distinguished factors responsible for fuelling body shaming was the influence of media in our day to day lives.

Media is depicting beauty as slim, tall, and fair skin. There are tons of posters and banners at shopping malls, medical stores, and city squares. The sole purpose of these posters is to idealize beauty in those concepts which are profitable for the cosmetic industry. People consume those products which are made by cosmetic industry in order to look beautiful. Social media is also responsible perpetuating the narratives of so-called beauty. Facebook, Instagram, snapchat, and Tiktok are full of such contents. Last but not the least is the role of electronic media. There are loads of advertisement on television which carries the narrative of beauty. All those factors mentioned above are responsible for fuelling body shaming.

The findings of this research underscore the significance of digging deep into the socio-cultural factors in the context of body shaming among students. The etiological understanding of risk factors of body shaming concerns various ways. First and foremost, while conceived the discrimination based on body weight, the role of body shaming was investigated in predicting poor psychological health. Body shaming based on low weight also predicts anxiety and depression. Each type of body shaming causes certain type of psychological, physical, or social damage. Body shaming based on skin colour caused

social isolation, social anxiety disorder and self-harm etc. Prejudice due to weight leads toward eating disorders like anorexia nervosa and bulimia nervosa. Body shaming is indeed a discrimination, and it ultimately causes suicide attempts.

Concluding this study, the researcher must say that body shaming is responsible for low self-esteem and negative body image of own self. The social, physical, and psychological drawbacks of body shaming are very vital, and these are too huge to be ignored.

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