

Tekst 7

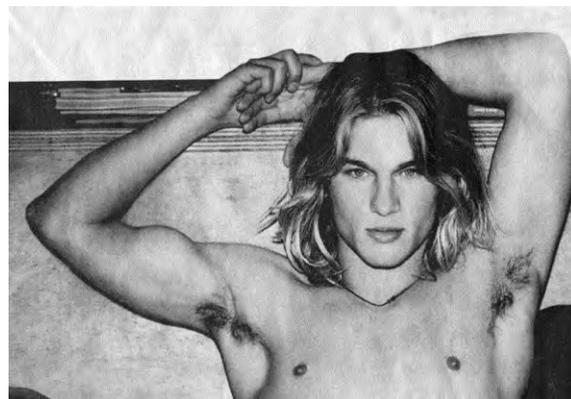
Lads' mags cause obsession

by Jonathan Leake and Roger Waite
The Sunday Times, 2008

The laddish culture promoted by men's magazines has spawned a new medical condition: *athletica nervosa*, or an obsession with exercise.

New research shows that the magazines may be trapping them into an unhealthy obsession with their own bodies. Some readers become so anxious about their own physique that they 18 excessive exercise, spending hours running, swimming or in the gym. *Athletica nervosa* is already known to affect young women, but this is thought to be the first British study to link the phenomenon to men.

David Giles, a psychologist at Winchester University, who co-wrote the research, said: "We found that the more such magazines a man reads the more likely he is to be anxious about his physique." In the study, Giles and co-author Jessica Close carried out interviews and surveys of 161 men aged 18-36 to find out how many lads' mags they read and for how long. They also scored them for dietary habits, exercise regimes and attitudes towards 19. "Men who read the most lads' mags seemed to internalise the appearance ideals portrayed by them," said Giles. "Models in these magazines are impossibly good-looking and seeing them can make readers insecure about their own bodies." Recent features in lads' mags targeted men's 20, with one claiming that the right gym kit adds to a man's sex appeal, and another claiming that superb physical fitness is the only way to snare a good-looking girlfriend.



21, single men are the most likely to be influenced. Giles said: "All men who read these magazines were affected, but 22 men much more so than those in stable romantic relationships. It could be that they become less anxious or it could be they just have less time to go to the gym when they have a partner. People get their ideas of what they should look like from the media and the amount of imagery of men and women just keeps growing. None of us is immune."

A recent study by researchers at the University of Florida showed that young men's beliefs about the perfect body shape had changed over the past two decades, moving towards a much more 23 ideal. Magdala Peixoto Labre, who conducted the study, said: "Adolescent males are increasingly experiencing body dissatisfaction, engaging in disordered eating and using anabolic steroids and untested dietary supplements to gain muscle. The behaviour can have serious, long-term health consequences."

The emergence of *athletica nervosa* comes despite 24 in some parts of the lads' mags sector. *Loaded* lost 47,000 sales, nearly 30% of its circulation, recently. *FHM* lost 56,114 sales and *Maxim* 53,034. However, sales of *Men's Health* are stable.

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Kies bij iedere open plek in de tekst het juiste antwoord uit de gegeven mogelijkheden.

1p **18**

- A avoid
- B engage in
- C promote
- D talk about

1p **19**

- A advertising
- B careers
- C looks
- D relationships

1p **20**

- A anxieties
- B lack of insight
- C sense of humour
- D strengths

1p **21**

- A By contrast
- B In fact
- C Likewise

1p **22**

- A athletic
- B experienced
- C materialistic
- D non-dating
- E young

1p **23**

- A feminine
- B healthful
- C muscular
- D realistic

1p **24**

- A a decline
- B an investigation
- C a recovery
- D a reform