CREATIVE PROJECT DESCRIPTION: BODYBUILDING IMAGES OVER TIME

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The obsession with the body image can be traced to ancient Greek civilizations. Men’s obsession with their body images has surfaced to the forefront of the media within the last few decades. Using in-depth research techniques, the researcher discussed trends on how body images of men have changed over the last four decades. Three magazines were analyzed to determine if there are any patterns or consistencies in the type of male body image portrayed. The researcher also identified certain bodybuilders and celebrity figures who might be responsible for understanding why men wanted to achieve a look or why they decided to practice certain fitness trends.

Fitness trends that men follow can be linked to popular magazines such as Muscle Magazine, Men’s Health, Muscle and Fitness, Flex, Iron Man, Pump, the Bodybuilder and many more publications on supermarket shelves. Magazine covers, within the magazine will be analyzed to better understand the trends and changes.