REFLECTIONS ON BODY IMAGE AND EMPLOYABILITY

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This article focuses on body image issues and employability, conceptualizing them through the perspective of several authors, with the aim of researching into them by means of a literature review, whether the interviewee's body image influences the selection process when it comes to the job interviews.

According to Tavares, Turtelli and Duarte (2002), the initiation of the research on body image dates from the 20th century, when investigations were made by neurologists on patients with brain lesions who had body image disorders.

However, the great innovator in this area was also the neurologist Paul Schilder, who, in 1935, molded the concept of body image, introducing the mental, social and affectionate aspects to his study, as well as relating them to psychoanalysis.

According to Schilder (1999), body image encompasses many different aspects and is in constant change, growth, development, self-help and self-destruction. It is not merely a cognitive construct, but also a psychological construct, because it involves conscious and unconscious processes, experiences and memories, intentions and desires, other people's bodily attitudes about your one's body, how to understand and notice your one's body image. In all, the entire history of life and living body of the individual.

For Cash and Pruzinsky (1990), the concepts related to body image apply; in most cases, to the everyday movements performed by us (human beings), and Freitas (2004) shows that body image is constantly changing, through the existential body existential that interacts with itself and with the world, containing symbols and symbolisms expressed via his living body.

Le Boulch (1992) corroborates Schilder (1999), by emphasizing that any attempt to dissociate the body image of from any movement plus the emotional

dimension and circumstance that surrounds it, is only valid for theoretical purposes, since in practice there is no way to separate them. However, one can not determine that a given movement will be performed by several people the same way, because every one has their own impressions, emotions, intentions, in other words, their own individuality and identity.

Turtelli and Tavares (2008) claim in their studies, that according to the limits of each individual, the movement has a major role in how it presents itself to others and how it is represented by the individual.

Wiel and Tompakow (2008, p. 7) poetically indicate that the body talks without the need of words. "Through body language, you say many things to others. And they have many things to say to you. Also, our body is primarily an information center for ourselves. It is a language that does not tell lies [...]".

Sociocultural factors often are often part of the study of body image, because they involve things like the model of the "ideal body" imposed by: the historical moment, the media, books, and more. Stereotypes are created as well as roles and positions to be followed in order to fit what they consider: beautiful, "normal, perfect, healthy, useful and satisfying for society.

As pointed out by Vigarello (1978, p. 9) *apud* Silva (1999, p. 24), "the body, [...] is the emblem where culture has registered as many signs as there are coats of arms." And it is these contextualized, and individualized bodies, which find themselves opposite the person responsible for hiring employees for a particular organization, institution or employment, which will be examined and judged not only by their intellectual attributes and their technical skills, but mainly by their external attributes.

A Magazine publication article in the Você S / A magazine **(2010, May issue)** in a note on the labor job market, shows that being overweight can indeed undermine a professional career. In research conducted at the job site *Catho Online with,* 16,000 Brazilian managers, 70% of the presidents and directors of companies that responded to the consultation admitted to having some objections to the hiring of obese people. Of Out of these, 15.8% said they had a high degree of restriction. Managers and supervisors were more tolerant, because the 60% admitted to having something against obese people. 10%

said that being overweight goes against being contracted. Most of the arguments are based on the fact that if candidates are sloppy with their own bodies, they must also be sloppy with their work.

Stenzel (2003, p. 47) states that "a web*site* on the subject of obesity shows that employers consider overweight individuals less desirable for hiring than those who are considered to be of normal weight, even if they believe that both groups have the same ability" .

Fischler (1989) reinforces this observation by saying that being obese means being lazy, ugly, prone to disease, and reveals an individual who lacks discipline.

Nevertheless, obesity is one of the discriminatory factors in employability selection. Other physical attributes not considered ideal are also part of this process, which should not be so subjective.

The late singer and poet Vinicius de Moraes said that: "May the ugly people forgive me, but beauty is fundamental.". With regard to the success of people in the labor job market, would it be right to exercise this maxim? This is a fact that is repeated constantly and behind a veil, which not only includes beauty, but also age, sex, race and religion.

Gonçalves and Rodrigues (2009) show that beauty can even interfere with the wage gap, viewed as an attribute of paramount importance for some specific occupations, such an attendant or actress. Attractive people are more "productive" than the less attractive, and so are better paid.

According to Faisal, Passos, Mendonça and Almeida (2005), one of the stages in the selection process for a position in the labor market is the screening interview, which aims to clarify some aspects of the curriculum and provide professional first impressions about some characteristics of the candidate. Among them are: personal presentation, attitudes, the ability of expression and the behavior of the candidate during the interview.

Nogueira (2003, p. 34) states that the way people present themselves says a lot about them and about how much they care about their image and the environment that they will work in. "Their image, as well as their résumé, are the starting points. [...] Giving a good impression to another person, whether by a

well-formatted and well written résumé or by an unobtrusive appearance is a sign of professionalism. "

In another approach taken by Sachs (2000), he states that, generally speaking, consciously or not, similarities attract. Therefore, the greater the differences between the candidate and the interviewer, the greater the challenge faced by the interviewer to assess the candidate objectively.

In conclusion, that according to what was shown above, the body image, with all its nuances, is an important factor for employability and has an influence whether the individual is to be approved in a selection process or even to stay in the job market, depending on the desired position or function, since the selection process is highly subjective, following the standards required by the contractor or by who the interviewer considers as the candidate with the ideal body image.

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