The Importance of Image to Boys

Warning! Warning! Alarms go off inside your head. You’re at the mall walking around with one of your best buds looking at CDs, when all of a sudden you look up and see this drop dead gorgeous girl, whose looking at CDs in the next aisle. You grasp the CD case you were looking at firmly, and use the reflection quickly to make sure none of your pimples are ready to burst, and that your hair is fixed right. You take a breath and look up. She gives looks at you out of the corner of your eyes and you feel a skip in you chest. She looked at you!

That was only a brief glimpse into the complicated life of a teenage boy. A boy who reads magazines, wants a car, plays video games, and watches a lot of TV. His ultimate goal is to look as good and cool as possible, like those guys in the Gap commercials on TV, with their perfect smiles and their arm always around that really hot girl.

Why have we as males become more concerned about our looks and body? It seemed that only twenty years ago it was just the girls really worrying about their make up and nails, but times are changing. Changing for the worst.

Most of the men and guys on TV and in magazines look good or have good bodies. They most likely wear the clothes that are in style. In the movies, these guys often get the girl or are the hero of the picture. As of late, shows such as Friends and The Real World – shows where the relationships are shallow and mostly based on looks – have become more and more popular. A lot of times the reasons that they dump a guy are because he needs to lose fat around some areas.

Shows like these only make guys more self-conscious about their looks because they think that the girls expect us to be a rippling Arnold Schwarzenegger with a perfect body. A lot of times we also think they want us to look like the guys in the Mark and Spencer’s ads, holding a hot girl. What they’re really saying is, ‘Hey guys! Look like me even though you probably won’t be able to. If you do though, you’ll get lots of hot girls. This puts a lot of pressure on having ‘in’ clothes and being cool.

Another source that has altered the male thinking is the magazine. Because girl magazines, like Cosmopolitan, encourages women use the power to choose and be ahead of the relationship, it also places stress on guys to look better for girls.

These magazines are read by a majority of the male population, and anything that gets published in them is sent out to a couple million males. A couple of million. The opinions stated in these magazines therefore become public opinion. Both magazines and the television have had a big effect on why we as males are more concerned about our looks now, then fifty years ago. The real struggle is to not let these materials conflict with what we really know. What we consider important. What we value.

When you consider it in the long run, these things do not matter: popularity, money, and what you do. Focus more on what matters, like relationships that are not based on whether your hair looks good, or if your face is clear of acne.