Metamorphoses of the Appearance of Celebrities as an Object of Evaluation in the Discourse of Polish Entertainment Portals

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ABSTRACT

The aim of the study was to try to answer the following questions: whether and how often metamorphoses of the appearance of celebrities become the subject of interest of Polish entertainment portals? What linguistic methods of evaluation are used by the authors of the discussed publications? Which changes in the appearance of famous people are considered positive and which negative? Does the vision of an attractive appearance emerge from the discussed publications in line with the assumptions of the body positivity movement present in social media? Research methods: It is recognized that language is a carrier of values and a tool for expressing them. By analyzing certain elements of the language system in the message, one can make conclusions about what is a value or anti-value for the sender of the message. Using these assumptions, an analysis of the linguistic layer of the discourse on body metamorphoses of famous people visible in Polish entertainment portals was carried out. Results and conclusions: The observations made showed that seemingly informative messages are in fact carriers of unambiguous assessments. They indicate and define what is good and what is bad in appearance. The vision of the ideal appearance and body outlined in them quite precisely does not fit in with the assumptions of the current movement that promotes the acceptance of body diversity. Cognitive value: The presented results provide knowledge about the image of the ideal body and appearance currently disseminated in entertainment portals. This seems important if we take into account the large number of recipients of the discussed messages and assume that they have an impact on shaping the current canons of beauty.

KEYWORDS
language in the media, entertainment portals, evaluation of the body in the media, evaluation in language, evaluation in the media