

Original Paper

Plastic Surgeries as Part of the Culture Industry in Jordanian Society: A Qualitative Study in the City of Amman

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Abstract

The study aimed to identify the reason why females tend to perform plastic surgeries for cosmetic purposes and to identify the social and economic characteristics of the study sample.

The study population included females who had at least one cosmetic surgery in Amman. The qualitative approach was used in this study.

The study results were based on the following: an effect on the psychological factor, age, scientific and technological development which led to low risk, Media, and means of communication. Social, stereotypical society, friends, relatives and the surrounding environment in increasing the turnout of girls and their orientation towards cosmetic surgery, while there was no trace of each resemblance to a certain figure and the job title to guide the young and attract them to perform beautification.

The study also recommended the following: create programs about the risks of plastic surgeries to raise awareness among people, further studies on plastic surgery, as there is a lack of Arabic sources, research and studies on this subject, as there are no statistics for plastic surgeries in Jordan.

Keywords

Plastic Surgeries, Cultural Industry, Amman City

1. Introduction

The word “beauty” is complicated, although it is simple in meaning, and is the goal that many people have sought during different eras. People have always agreed on the importance of beauty through the search for methods that enhance this capacity, in which beauty is interpreted as a good image of the face from the outside and the heart from the inside; “beauty” as a term is not exclusively human as nature with all its elements such as forests, oceans and mountains express a kind of beauty. It should be

noted that the man's expression of beauty was manifested through paintings, poems, buildings archaeological in a way in harmony with the situation in which they live and the things that are famous for the creativity of peoples during a certain time (Sulaiman, 2014).

Humans have special aesthetic standards, where man has established the foundations, components and standards of beauty, which were derived from the values and customs set by the society in which they live. Thus, human life has flourished with special words and expressions to describe beauty which was considered as the most important social criteria and expressed through the external appearance of the individual. Hence, individuals have realized the importance of beauty so that they can engage in the society in which they live and to be accepted by others within the standards set by each society. There are various ways in which man can obtain external beauty, which he aims to realize so that he can reach the ideal beauty standard required by his community.

Cosmetic surgery is one of the most famous of these methods, which have been developed over time and are still developing to this day to satisfy the self and others and meet the standards of beauty required at the present time.

In the light of technological and medical developments, cosmetic surgery has been one of the most prevalent procedures between the two sexes in the Arab World in general and in Jordan in particular, where centers, hospitals and clinics have witnessed a large number of males and females from different age groups (Alaqeel, 2014).

The obsession with cosmetic surgery was in the beginning limited to women, but no more as it has been extended to men as well, and there are many men flocking to the clinics to perform different operations of injection and hair transplantation and skin lifting and others, all in search of beauty even if it was abnormal and artificial and no matter what the material cost or even had damage and risks, and in light of this great rush by the two sexes, cosmetic clinics began to expand rapidly accompanied with a decline in prices of plastic surgeries due to the fierce competition among clinics in addition to technical development, which in turn facilitated these operations and increased the demand for individuals to undergo plastic surgeries.

This study consists of four chapters: The first chapter consists of the problem of the study and its importance, objectives, questions and determinants. The second chapter consists of the theoretical framework (Frankfurt School), literature review and idioms of study. The third chapter consists of the methodology of the study, the society and sample of the study, the study tool, in addition to the sincerity of the tool. The fourth chapter will discuss the results of the study. The fifth and final chapter contains the results of the study and the recommendations of the study.

1.1 Study Problem

Plastic surgery is one of the operations that has imposed itself on various forms of surgery in medicine, and has occupied the public opinion, although it is not new and had existed in ancient times. But it has recently become a phenomenon sought after by adults and young people, male and female, whether the individual's condition requires such surgery. Therefore, the focus of the present study is laid on the

cause of this steady turnout of females, especially for cosmetic surgery and the reason to perform this type of operations, which brought clinics and doctors into strong competition to provide.

Accordingly, the problem of the study is to identify the cause of the steady tendency among females towards plastic surgery.

1.2 Importance of the Study

Recently, there has been a noticeable increase in the number of people in general and females in particular that have been undergoing plastic surgery. However, despite the fact that these operations have spread all over the world in general and in Jordan in particular, there is a scarcity in the studies that have examined this issue and the reason for the increasing number of females seeking plastic surgeries. Even the studies that dealt with this topic were more focused on the effects and the religious aspect than on the reason why individuals are increasingly embracing cosmetic surgery. Here, the importance of the research lies in focusing on the reasons that have pushed individuals to undergo such surgeries in significant turnout.

The practical importance of the research is that it will serve as a guideline for the danger of cosmetic surgery on individuals and as an alarm on the risks of such operations.

1.3 Study Objectives

This study aims to:

First: Identify the social and economic characteristics of the study sample.

Second: to identify the reason behind females' tendency to undergo cosmetic surgery for the purpose of cosmetic.

Third: To identify the most prevalent operations in Jordan and the extent of their impact on the lives of individuals.

1.4 Study Questions

This study responds to the following key questions:

First: What are the socio-economic characteristics of the study sample?

Second: What are the reasons behind females' tendency to undergo cosmetic surgery for cosmetic purpose?

Third: What are the most common cosmetic surgeries in Jordan?

2. Literature Review

There have been many studies in the field of plastic surgery where there are many foreign studies that have studied the subject. Arabic studies are very few. This is what distinguishes this study, where it examined the reasons for the youth turnout, and here we will address some previous studies with regard to plastic surgery, including:

Tehrani, Majdabad, Dehdari, Khazi also conducted a research in 2016 titled,

“Psychological aspects of plastic surgery among females: intervention in media literacy training”

The study examined the positive attitude of a sample of university students with regard to elective

plastic surgery, body deformity disorder, self-esteem and body dissatisfaction after media literacy training intervention. The study was semi-experimental and consisted of 140 university students who were divided into two control groups consisting of 70 women and an experimental group of 70 women. Attitude towards plastic surgery, body deformity disorder, self-esteem, and body satisfaction were measured in both groups before intervention and after 4 weeks.

Four-week media literacy training courses were held for the experimental group. The Pearson correlation coefficient was used. T analysis of variance and test.

The results of the study found that positive attitudes, body deformity disorder, and body dissatisfaction were lower in the experimental group than in the control group. Furthermore, self-esteem increased significantly in the experimental group.

Ayers, Dittmar and Ashika (2014) conducted a study titled, "Adolescent girls' views on plastic surgery: focus group study". This study aimed to find out the opinions of teenage girls in plastic surgery. The sample of the study consisted of 27 girls aged 15-18 years. These girls read the cases of women who underwent cosmetic surgery, followed by a discussion and clarification of their views. The objective analysis identified four axes, namely: First: dissatisfaction with the appearance, and second: the acceptability of plastic surgery. Third: Feelings about plastic surgery. Fourth: Plastic surgeries in the media. The results of the study found that the extent of acceptance of plastic surgeries varies depending on the reasons for the procedure, and that the media plays an important role through the normalization of cosmetic procedures and reduce the presentation and explain the risks associated with them.

In their study in 2014 titled, "Factors that motivate people to undergo cosmetic surgery", Levitas and Furnham aimed to identify the factors that motivate individuals to perform cosmetic surgeries. The sample of the study consisted of 204 British women. The questionnaire was used in this study to find out their attitude towards cosmetic procedures in addition to measuring self-satisfaction, satisfaction with life, physical attractiveness, degree of religiosity and media. Two factors emerged from a factor analysis through their attitude towards plastic surgery: the likelihood and likelihood of undergoing the benefits of plastic surgery. The study found that females who suffer from low self-esteem, lack of satisfaction with life, low self-attractiveness and low religious beliefs (low level of religiosity), who watch TV intensively, recorded higher rates of odds and probability of having plastic surgery. Gradual regression analysis with two trend factors of two standard variables showed two major predictions of probability: religiosity and low self-esteem, and four major predictors to benefit from them: religiosity, media use, life satisfaction and sex. The role of religion has been taken into account here.

Al-Aqeel (2014) conducted a study entitled, "Social and psychological factors associated with the Saudi girl's appetite for plastic surgeries". The study aimed to identify the psychological and social factors associated with the Saudi women's demand for plastic surgery, and to know the relationship of personal qualities and psychological and social conditions of the Saudi girl in her appetite for surgery. Cosmetic. In this study, the researcher used the descriptive survey method, and the sample of the study consisted of individuals selected from centers and clinics where they were selected by random sample

class. (150) questionnaires were distributed to Saudi girls who frequented these centers. The study reached the following results:

1. There is a weak correlation between the age of the girl, her educational level, her travel outside the Kingdom of Saudi Arabia and her social stigma and her appetite for plastic surgery.
2. There is a relationship between the case of the professional girl, exposure to an accident or fire and fear of aging and her appetite for plastic surgery.
3. The study found that there is no relationship between the social status of the girl, her cultural affiliation, her therapeutic condition, her simulations of celebrities and other forms, the girl's follow-up of programs related to plastic surgery, her desire to draw attention and change her, the girl's dissatisfaction with her external shape and appearance and her appetite for plastic surgery.

2.1 Commentary on Previous Studies

After reviewing some of the previous studies related to plastic surgeries, we note that there is a significant shortage of Arabic studies in this field, as the Arab studies are very few compared to foreign studies. This topic is one of the jurisprudence and focused on this aspect, and this is what distinguishes this study as it will enrich the Arab references in this area on the one hand and from another angle is different from the angle dealt with in the majority of Arabic references that have been studied previously.

2.2 Idioms of the Study

First: Theoretical Concepts:

Plastic Surgeries

Al-Fawzan defined as "any medical surgical procedure aimed at improving the function or appearance of an organ that is visible" (Al-Fawzan, 2008).

Culture industry

The term, as defined by the Frankfurt School, refers to it a process whereby a culture of mass production and trade rules is synthesized as it in turn acts to move the system. Through the elements of cultural industries, which are in advertising, radio, fashion world and other forms of cinema and media culture (Awad, 2013).

Second: Procedural Concepts:

Plastic Surgeries

For the purposes of this study, cosmetic surgeries can be defined procedurally as: "Any cosmetic procedure, whether surgical or non-surgical, which is intended for cosmetic purposes without any cause or illness that warrants such as breast enlargement and breast reduction. Non-surgical procedures include both Botox and Filler injections.

City of Amman

It refers to the Amman's 29 districts of Kasbah, the University and Wadi Al Seer.

In this study we will use the qualitative method, sometimes called the qualitative, as this type of research in which the researcher to make a comprehensive interpretation of the subject of the research

is in-depth, but what distinguishes this research that access to the results and the interpretation of data is not through statistics and numerical indications This type of research - that is, qualitative research - is usually used when a researcher finds that quantitative statistics and metrics cannot fully explain the problem. Study them.

In addition, this type of approach relies on studying and reading events and data in a non-quantitative manner. This approach does not convert data to numbers as in the quantitative approach, but the results are obtained through the reality of observing situations, documents, events, images and communications (Al-Faqih, 2017).

Qualitative research aims to analyze phenomena and understand trends and opinions regardless of their social, human or natural nature by conducting observation and interviewing in a systematic manner to individuals or groups. This will be used in this study.

3. Methodology

3.1 Study Area and Period

The field study was conducted in the city of Amman, specifically in its 29 districts of Kasbah, the University and Wadi Al-Seer. Amman was selected as it is the capital of Jordan with the most population who distribution according to the Department of Statistics reached (4007526) in 2015.

3.2 Study Population

Girls who have had at least one cosmetic surgery and females were chosen as the number one category in the city of Amman to undergo cosmetic surgery among the different age groups.(Department of Statics, 2015)

3.3 Study Duration

Data collected from November 2018 to April 2019.

3.4 Sampling Method

The study population consists of recipients of cosmetic surgery, i.e., girls who have performed at least one cosmetic surgery in their lifetime, i.e., cases involved in cosmetic surgery

3.5 Sample Size

The sample of the study consists of 32 cases of females who have performed at least one cosmetic surgery in their lives at least once.

3.6 Study Tools

The tool through which the data will be collected is the interview. The researcher will interview the sample cases, which will consist of those who have performed at least one of the procedures mentioned in Table 1 and at least once in his life. - Any sample members - through two methods:

1. By (snowball) sample

It is also called the accelerated sample, because the first person is the point where the condensation will be completed to complete the ball, which means the completion of the study sample (Awad, 1994).

Therefore, individuals with specific qualities of study are required to work on the proposal or

nomination of other individuals who have these qualities required for the study, and then the proposed individuals nominate other individuals with the same qualities and so on, and continue to do so until the required number of study is reached and completed. The sample in this research is 32 cases of those who have performed at least one cosmetic surgery. A researcher works on researching one or more individuals and through these individuals is known to other individuals because of the homogeneity of these individuals in the qualities that the researcher seeks to study.

2. Participat observation

Where the researcher worked in a famous private beauty clinic in the city of Amman as an assistant to the doctor and secretary for two months and then identified the cases to be studied and communicated with them directly through work inside the clinic from February 2, 2019 to April 2, 2019. In this regard, it is worth noting the participate observation, which is a methodology for sociological and anthropological studies. First, the use of this concept belongs to the Polish thinker Malinowski, as he is best known for organizing the practice of field anthropology, where he believes that the ethnological work should focus on the cultural specificities and local reality of the society studied rather than content with the work of philosophers, travelers and others and thus the field anthropology requires first researcher learning the language of this community. And then do their participation in daily life and that comes after the researcher has merged with them and gain their trust and here only he can collect data by observing directly to their practices and expressed by indicating that the goal of the participant observation is to understand the other through sharing common conditions (Alhabib, 2010).

3.7 Honesty and Stability:

The interview guide number (1) was presented to 10 cases who performed at least one cosmetic surgery in their lives, as these cases have made adjustments and changes to some questions and resulted in another new evidence as contained in Annex 2, which is what will be adopted in this study.

After presenting the interview guide number (1) to the ten respondents who performed plastic surgery to make appropriate suggestions and adjustments to the interview guide questions as follows:

The first question: one of the respondents objected to the words “psychological reason”, where I felt that this word contains some kind of abuse as the person who performed the operation of a person suffering from psychological problems or “psychiatric patient” as she put it, so I suggested replacing it with the word “psychological effect” to avoid The insult that the respondent may feel by listening to this question.

Question 4: One of the respondents proposed an amendment to the word “age” and suggested the place of “aging” as the age cannot be understood in the sense that the researcher wanted, as one of the respondents understood in terms of the impact of parents on your decision, as the person when growing up independent. This is not the purpose and purpose of the question, as it is meant to ask that when a person grows up and therefore the word “age” was more appropriate and therefore was replaced and replaced instead of the word “age”.

4. Results and Discussion:

4.1 Discussion of Statements

First: Discuss the results related to the socio-economic characteristics of the study sample:

A. Age:

We note that the majority of women who underwent cosmetic surgery are in the age group (18-35) where there are 27 women out of 32 cases between the ages (18-35), while there is only one case of age (50-64) AND four cases of age (36-49), i.e., we note from the above that the age group most appealing to cosmetic surgery is the age group of (18-35) any younger.

B. Level of Education:

With regard to the educational level of women, we note from the interviews conducted that all cases without exception are girls who hold a bachelor's degree, i.e., the most popular category for cosmetic surgery is educated category, while no case was recorded less than the level of bachelor and recorded the case of a unit of a girl with Graduate Certificate.

C. Social status:

With regard to the social status of women, we note that the majority of cases who have undergone cosmetic surgery are single women, as there are 18 cases out of 32 cases are single women, while there are 14 cases married.

D. Monthly income:

As for the work, we note that most of the appetizers for plastic surgery are girls engaged in the labor market where there are 24 cases out of 32 cases occupy jobs and on the job while only 8 cases do not work.

As for the monthly income, we note that 18 cases out of 32 cases of working women are of middle income as their salaries range between (JOD300-JOD700), while there are 14 cases of high income, where the income exceeds JOD700

Thus, based on the above, we note that most of the females coming to the plastic surgery are single and middle-income, working and educated women.

Second: Discussion of the results related to the reasons behind females' demand for plastic surgery for cosmetic purposes:

It was clear from the study that there are several reasons that have had a significant role in the orientation of individuals to perform cosmetic surgery, including psychological, social and cultural reasons, which were reached through the following questions:

A. psychological reasons:

It was clear that psychology had a major role and a significant factor in the orientation of females and increases their appetite for plastic surgery and this was proved by their answers to the following questions:

As for the reason for the plastic surgery, we note from the first question, "Do you feel that there was a psychological impact on you because of this member, which led you to go for a plastic surgery?" Most

of the girls had psychological effects that prompted them to perform the plastic surgery, as there are 25 cases out of 32 they suffer from psychological effects called for cosmetic surgery, while none of the remaining seven cases will suffer any effects paid for the cosmetic procedure.

The second question is, “Do you think that the purpose of cosmetology is to resemble a particular celebrity? (Did you resort to cosmetic surgery to represent certain celebrities?)” Of the remaining 31 cases, the process is aimed at imitating a famous character.

On the fourth question, “Does age play a role in your approach to plastic surgery?” We note that the majority of 24 out of 32 cases that believe that age has a role in the orientation of women to perform cosmetic surgery, while none of the other eight cases did not see any role for advancing age in cosmetic orientation.

B. Social reasons:

The psychological factor was not the only factor in pushing females to perform cosmetic surgery, but social factors also had a role in influencing them and pushing them to rush on cosmetic procedures as follows:

With regard to the third question: “Have you performed plastic surgery for the purposes of pleasing the opposite sex?” We notice that most of the cases carried out cosmetic surgery for the purpose of pleasing the opposite sex.

As for the fifth question: “Does your job / career stylist affect your orientation for cosmetic surgery?” Most of them see that the job title did not affect their orientation to cosmetic procedure, as there are 8 cases are not involved in the labor market and there are 15 cases that do not see their job any role in their orientation of cosmetology, while there are nine cases that saw their job title motivated and a role in their orientation to perform cosmetic One of them, for example, works in the field of beauty, which encouraged her to do so.

Question 12: “Has the society’s placement of a stereotypical image of its members led to the existence of an ideal image that would make you seek to represent it? (Did the stereotypical aesthetic image in the media that made individuals look similar in shape affect your approach to cosmetic procedure?” One case says that full lips are aesthetic and feminine qualities of a woman’s society, which prompted her to inject her lips. Among them, 10 cases say that this image will not affect their orientation for a cosmetic procedure. One of them is “the girl who has She underwent breast reduction, “she says that what she has done is the opposite of the female stereotype that society requires. Most girls accept breast augmentation to represent the female stereotype, not the other way around.

Question 13: “Did your friends or relatives perform cosmetic surgery? As for the encouragement of relatives and friends to perform cosmetic surgery, we see that there are 19 cases out of 32 cases encouraged by the demand for cosmetics because of relatives and friends, while there are 13 cases will not affect friends and relatives positively on their decision to perform the surgery, but that there are two cases of them opposed the parents on their cosmetic procedure, especially the father.

As for the view of society in question fourteen: “Has the view of society influenced your decision to

perform cosmetic surgery?” Twenty-one of the 32 cases affected the perception of the community and pushed them to perform cosmetic surgery, while there were 11 cases did not have a community view of them had no impact on their approach to plastic surgery.

C. Cultural reasons:

In addition to the psychological and social reasons, there is an invisible aspect that has also had an impact in increasing the trend of females towards cosmetic surgery, which is the cultural factor, and we see this is clear through the questions posed to the respondents as follows:

With regard to question 7: “Is the scientific and technical evolution and the development of equipment, which in turn led to the low level of risk in these processes increased the appetite of individuals?” With scientific and technical development, the majority of cases see that because of scientific and technical development, which in turn reduced the risk of cosmetic surgery at the moment would lead people to perform operations where there are 25 cases out of 32 cases support this while there are 7 cases do not see it has an impact as One of them, “who performed breast reduction”, says that the process is a classic process and has not changed since the beginning of the process so far, the process is the same from the beginning until now.

As for question 11: “Does the media, social media and publicity related to cosmetic surgery play a role in your approach to plastic surgery?” There are 23 cases out of 32 that see social media and media has a role in the orientation of girls and push them to perform cosmetic Although the first case there was no social media when the operation, but it believes that at present play an important role in the orientation of girls to conduct While there are 9 cases that feel that they have no effect, for example, they intend to do cosmetics, whether promoted by the media or not, as the media provides a stereotype of beautiful women and handsome young by doing a review of the bodies of exhibitors, athletes, singers and actors, which drives many M Individuals to beautify their bodies to reach the stereotype that they see around them constantly.

Third: Discuss the results related to the most prevalent operations in Jordan and their impact on the lives of individuals.

It was concluded that the most common plastic surgery in Jordan is Rhynoplasty, which was achieved after asking the sixth question of the interview guide on the respondents, which is: “What is the procedure (s) you performed?” We note that Rhynoplasty ranked first in the plastic surgery conducted by the sample, where 17 cases out of 32 cases performed Rhynoplasty, followed by injection of fillers for the lips and cheeks, where there are 6 cases that injected filler lips and conducted 5 cases of filler injection For the cheeks, the third place was in favor of both Botox and liposuction, where she performed 3 cases of Abdominoplasty and 3 cases injected Botox, followed by one case for each of the following: ear cosmetics, face lift, face fat injection, breast reduction, breast augmentation. We point out that there is a recurrence in plastic surgeries, that is, there are cases that carried out more than a plastic surgery at the same time.

The researcher found that the respondents plan to conduct more operations in the future as their

answers to the eighth question: “Do you plan to do more operations in the future?” We see that there are 23 cases out of 32 people want to do more operations in the future, which means that most of the individuals They feel satisfied after the operation, which leads them to feel the desire to do more in the future, while there are only 9 cases do not want to do more operations in the future, some of them because of the cost and others because of going through a bad experience cosmetic or not reaching the desired result or goal of the operation.

Thus, we feel that the satisfaction of these girls was clear and that plastic surgery has had a positive impact on them, which leads them to do more of them. One case affected the operation on their lives, while only 9 cases will not affect the cosmetics on their lives.

As for the tenth question: “Do you feel good about your appearance after the operation?” There are 4 cases out of 7 felt complacent after the plastic surgery while 3 cases will not feel satisfied after the operation as the operation did not achieve the desired result that they aspired to, even there is one case that it has become a mere acceptance of reality and no more as it does not There is another option.

Since cosmetic surgery has had a positive effect on girls and increased their satisfaction, this will increase their confidence in their hips and thus boast of having plastic surgery and not keep it secret we see that with regard to the fifteenth question: “After you have a plastic surgery do you prefer to keep it secretly?” Note that there are only 10 cases prefer to keep this secret as one of them says very confidential and will not tell even those close to her about the operation and another said that even her husband does not know that she had a plastic surgery for her nose before marriage and prefer not to tell him so while there are 22 cases have no problem They do not prefer to keep it a secret as they see that there is no problem in disclosing it and to benefit others from their experience.

5. Conclusion and Recommendations:

5.1 Results

By interviewing several women, several points were reached which are the following:

1. The psychological impact has the greatest impact on the orientation of women and girls to perform cosmetic surgery.
2. The psychological effect was not the only effect in addition to the psychological impact that we see that age also plays a role and has an impact on their orientation for cosmetic surgery, and this indicates the desire of women to live the period of youth as much as possible as they resort to operations to reduce the effects of age on her face and look Younger and thus received community acceptance.
3. The scientific progress, which in turn led to the low degree of seriousness that may be exposed to the patient during the process of plastic surgery led to a large turnout of women to the plastic surgery and became a kind of self-interest, in addition to see the role of social media and the media, which in turn published these Culture in a very large way through the improvement of appearance and change and make adjustments to suit the requirements of society and the aesthetic and stereotypical image of the beautiful girl in society, which is not fixed It is constantly changing with the change of place and

change of time in the community itself, which increases the orientation of female cosmetic surgery. Such as this stereotype portrayed by society to them.

4. The friends and relatives and the environment surrounding these women and girls have had a significant role and impact on their approach to cosmetic surgery, as this culture leads to a kind of reinforcement of the conviction of women to perform the operations and make them accept them with great satisfaction.

5. We note that there are several aspects that did not have an impact on the orientation and acceptance of females on cosmetic surgery, namely: Imitating a certain personality, where the similarity did not play a certain role in the orientation of females to perform cosmetic surgery, as the females here will not go and did not accept Plastic surgery to resemble a famous character except for one case that did a plastic surgery in order to represent a particular famous character. On the other hand, given the job title, the job will not affect the decision to perform cosmetic surgery except 9 cases, one of them had an impact but indirect as it will not be paid by her job to perform cosmetic, but it is the nature of her work in the field of cosmetology and awareness of the operations and types and any suit and therefore difficult to deceive as she says This has influenced the type of operation to be performed.

6. We note that most of the girls do not mind to disclose their procedure for cosmetic surgery and do not prefer to keep it a secret, as most of them indicated that they see that the topic has become normal and more widespread and accepted by the community, contrary to what it was a precedent and this commends us to refer to the Frankfurt School and industry Culture Where this is the culture that is made is the one that individuals seek to imitate and thus they boast that they are imitating in this culture and seek it to be subject to the dominant culture that was made for them.

7. After examining the types of operations that have been performed we note that the most common operations among women is Rhynoplasty. This is because the standards of beauty differed, and the small nose became the most beautiful in the eyes of society as these beauty standards are promoted by various means, including the media, and this is what drives women to rush to perform these plastic surgeries so that it feels within the standards of beauty and stereotype in the community, which allows The field for some doctors to seize the opportunity and persuade them to turn to these operations and conduct them and explain the subject in a simplified and very easy as a simple and easy and not worrying and this is what I noticed through my work in the field in the clinic, which feels the girl needs this process and ease and therefore accept Ali Here's a theory we go back to Frankfurt when he talked about dropping culture on plastic surgeries where operations have become the goal of many women, bringing to a cosmetic surgery is a type of self-interest and does not do it is alien to the community and are marginalized, investigated or.

We believe that the culture of the commodity and its advertised symbols has become more important than the quality of the commodity itself, and that the behavior of individuals has shifted from rationality and rationality to unknowable behaviors inclined towards emotion and emotion, and therefore the consumer tends to desire to own this commodity and emotional attachment to it without

awareness or awareness of it Although there is really no need for this commodity, so we see here how production values have in turn become consumer values, and owning the commodity here means that the individual has a privileged position of its kind among the members of the group to which he belongs. Here turns into ah P itself. Thus, the contemporary world in which we live is described as a consumer world where consumption has become an integral part of its kind of everything since all aspects of life have each of them after their own consumption, and consumption has also created a culture of its own Institutions specialized in both production and circulation are based on that consumerism has increased explicitly in light of globalization and its own cultural challenges and consumption in turn shifted to a satisfactory behavior, and tomorrow the governing structure of the process of penetrating the people is consumer art which means the process of making a culture of consumption, where nowadays GAY Globalization is the globalization of the world and the transformation of people to consumers for both services and goods, which are promoted globally, and the accumulation of capitalist globalization is based on the work of a few transnational companies monopoly information, financial, service and technological, and then under the shadow of global domination and control Consumer culture is becoming an effective mechanism for the process of deforming traditional structures on the one hand and the transformation of the human being to a non-production consumer and then summarizes the project of globalization to work to persuade individuals to consume more than the need Biological selling In order to assist in the process of increasing capital accumulation in order to make private profit and so that in order for us to survive which means a complete revival, we must do the process of consumption continuously (Awad, 2013). Globalized capital accumulation is based on the basis of financial, information and service technological monopoly by a few transnational corporations. Thus, consumer culture under global domination becomes an effective mechanism for distorting traditional structures and transforming man into an unproductive consumer. Consequently, the globalization project is summarized as the endeavor to convince people to consume more than their natural biological needs, in order to contribute to the accumulation of capital for private profits, and to remain fully alive means that we need to consume non-stop (Awad, 2013).

5.2 Recommendations

After discussing the results we reached the following:

1. Conducting awareness programs for individuals about cosmetic procedures, their advantages and disadvantages and risks, as many girls go without knowing any dangers arising from the process, thus conducting awareness programs for individuals.
2. Present the cases that you want to perform cosmetic surgery to a psychiatrist before going to the plastic surgery to see if there is a psychological reason for the case to go to the plastic surgery, and if there is a psychological reason to go to the plastic surgery work on treatment.
3. Form a special cadre to monitor the doctors and make sure that they do the following before any plastic surgery before explaining the operation to be performed to the patient and clarify the seriousness

and side effects have awareness of them.

4. Raising the awareness of girls about the importance of consulting more than one doctor, because of the proliferation of many doctors who try to exploit the patient and persuade her to conduct more operations and conduct operations that are not necessary.

5. Conducting more studies on cosmetic procedures since there are few Arab sources and researches and studies related to this subject and since there are no statistics on plastic surgery in Jordan.

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