

The study of impact of cultural and social and erotic capital on body management among the youth of ages 15 to 29 years old in city of Tonkabon

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Abstract: The study examines the impact of social and cultural capital among youth 15 to 29 years old sex on the body of the city Branch. To investigate the impact of building and operating the 3 main variables include cultural capital (including embodied cultural capital, cultural capital embodied and institutionalized cultural capital), sexual capital (including the acquisition of a new identity, sexual attraction, social and ecological effects, social skills, vitality, Differentiation of social and sexuality) and social capital (including economic status, social, leisure, social acceptance, social pressure, social trust and social participation) are youth and body management in 3 main hypothesis and 20 secondary hypothesis (Special) is. The dependent variable is the index of the body of indicators such as weight control (through exercise, diet and medication), the medical job (Nose Surgery and plastic) and the importance of health and beauty care (bathing daily, hairdressing makeup or shaving, Perfume, Cologne and the use of underarm deodorant, makeup, nails and colored lenses for women), has become a key indicator. The population of the survey, 36,289 young people aged 15 to 29 years (including 18,327 males and 17,962 females) are the city Branch in 1393. Cochran formula based on the size of the sample through a 5 percent error was estimated to be 380. The prevention of failure to respond to questionnaires or surveys a sample size of 400 was considered incomplete. Questioner and a questionnaire of 225 questions related to the dependent and independent variables investigated. To gather data, a multi-stage cluster sampling method was used. To check the reliability of face validity of the questionnaire was used. After revisions, the results of the study are reliable. Indicators Research shows that achieving social equity, gender and cultural (the embodied) In recent decades, the lives of young people in achieving their goal of global youth culture has been transplanted and, so, all persons under 30 years in all social classes to absorb. In other words, youth groups are characterized by their beliefs, values and norms of the dominant culture or social order prevail, especially youth culture forms. This is the main feature of the management body as a component of lifestyle in the modern era of late, the expressive nature of the finds. Because modern social identity of the particular physical form and appearance corresponded with management.

Key words: *Cultural capital; Social capital; Gender capital; Body management; Appearance management; Body Sociology; Cultural Studies*

1. Introduction

Instead of entering the world of post-modern world to step up at some point. The consequences of modernity rooted more and more from the world (Ahmadi, 1386). There is no doubt that today's modern world widely extends beyond the activities of the individual and no one is able to protect or otherwise selective transformations resulting from the development of modernism, to carried out. Late modernity in a way that even the most traditional settlements which may be outside of the "advanced" world live And there is no doubt that today's modern world of extensive stretches beyond the individual activities faster and no one is able to transition from modernity to expand selectively protector otherwise take. To maintain that even people in the most traditional of late modernity Settlements may be outside of the "advanced" world moved so impressed that social theories in the contemporary era of growing importance to the acceptance of the

jurisdiction of consumption (lifestyle) in shaping people's personal and social identity And as a matter of theory and research for social change have (Abazari and Nafisa, 1387).

Today, communities, social change and the growth of consumer culture have increasingly moved. And has attracted the attention of many researchers. One of the issues raised in this area, the management body that today's young people (male and female) has become increasingly common and popular. So that, all features and appearance Behavior between me and others in the community can be differentiated period. For example consider the components of the management body. Including Turner, who believes the body of a person plays the role of intermediary between the consumer and the main difference is the location. According to Turner consumer culture, cultural and symbolic resources for many private haute couturiers to people that they are important for the body (Zokaei, 1386).

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body. Features of the recent culture of modernity "being seen and visibility" is the concern with the modernity of modern humans in social relations with others. And judge them on their own. The body is one of the major areas of concern. Nowadays, everyday life has become a matter of personal choice means that people can do what they want and they want to they can be anything; a person is procedures which suggest Today, people are increasingly likely to act on the basis of individual interests (Chalabi, 1380), and the body is in the process of individual, specific, and everyone is trying to manage his body. Culture management later period, visual culture and views. Visualization of the source and the primary source of communication and apply the meanings. Consequently, if such management frameworks of organizing and manipulating the body's identity, the look how to manage through the display appearance, body image is constantly changing levels (Astrynaty, 1380).

First appearances of certain icons from the fact The main source of the meanings of all the things it would appear And the second is that of the modern culture have been aware of the importance of appearances, will be important to monitor and take care of their appearances .Thus, the body and its appearance, it has become a principle of identity among young people, the environment, social activities gradually as more and more people will benefit from traditional society in charge of their bodies are designed. This means that in today's world of media for personal identity management body has become.

2. Review of the literature

The present study was conducted to investigate the issue, based on theories in modern sociology recent theoreticians-is that these structures are used in their beliefs. Thus, in addition to selective theory, first a brief review of some theories of cultural and social capital theory, sociology of the body and sex and the relationship between these three asset management body, the sum raised .

Feminist Social Despite the variety of basic sociological feminist approaches have in common. In this approach, Background, Picture and girls of their limbs assessment in the context of problems in society, culture, or semantic system Language seen situations where women display. This approach to the classical division of the conservative, socialist and radical analyzes of the relationship women have with their bodies offer different.

Feminist Social Despite the variety of basic sociological feminist approaches have in common. In this approach, Background, Picture and girls of their limbs assessment in the context of problems in society, culture, or location semantic system Language Tremblay found that women display. Segmentation classical approach conservative, socialist and radical analyzes of the relationship women have with their bodies offer different.

Feminist Social culprit consumer alienation from the Western capitalist system is introduced. That promotes women's dissatisfaction with their bodies and spending. To buy goods and services that make up these deficiencies .However, these conditions are potentially notice men and women, however, was beginning to exert more pressure on women to have to know the gender factor. Western capitalism not only women's empty pockets but also Myzdayd power and potential to alienate them about themselves (Hakim, 1381).

Michel Fouco: Michel Foucault topics such as clinical medicine, the body acts as a medium for expressing the entities.

According to Foucault, the old power of death that symbolized sovereign power was completely replaced by an arithmetic management bodies and the management of the life. Resulting in numerous different techniques for removing the subordination of bodies and control the population increased, so dizzying .

Foucault believed that capitalism merely by bodies controlled production system by adapting phenomena of population to economic processes possible, gradually became more focused increased attention on bodies and populations (Delaware, 1385).

Anthony Giddens: Giddens argues that body is just a simple entity, but as a practical tool to cope with external circumstances and events are used.

He, Goffman believes that most people are so absorbed in their body's one who knows his own body, the body as an instrument or object from behind the scenes; it seems that the game takes place, Freedom from the body, or perhaps a complete integration between your body and the common aspirations of the world's religions is the spiritual attractions.

And from their perspective is a positive event In the case of divided personality that is often felt that his desire to be physical. And the risks involved so that if someone threatens And the risks involved so that seems to threaten another person, Such a person may find offensive, such as physical health is more easily tolerated, but the cost of this ability, anxiety-intensive than other types (11).Ling says: "It means more or less cut off from the everyday life of such a person says he feels Thoughts of head that belongs to Him .Feels himself on one screen and all social affairs in a way that every day as if it plays the role of a character "(Dvas, 1383).

It is clear that the body is not the only means of interaction. The human body system is normal, but the owner must take care of it carefully. This diet is one of the forms of care .Regimes always follow from a social and cultural organization, the extent to which standardized diets for adults, depending on the nature of any given culture. This is also true in the case of sexual behavior; clothing is a function of the type of diet, dress plainly symbolic means to deliver themselves. Regimes are based on the principle Pleasing or exclusion and so are the focal point for energy and motivation, as shown by the

superposition's of Freud's unconscious form elements remain Consult the behavior, diet, ways to build self-discipline and regulation is not confined only to customs, they Personal and habits that are formed due to the social rules, but also in the formation of intrinsic personal desires and readiness affected .

Since diets are essential to personal identity, with some aspects of the behavioral habits of making tangible aspects of the body. Eating customs, habits of self-exhibition of faith, but in the sights and sounds affect the body .

Bourdieu: From the "Bourdieu" Capital of origin, in the social arena in which a person's ability to benefit from certain sources that this scene is sure to be effective. Investors are basically three ways: economic (financial and material assets), cultural (goods, skills and titles symbolic trace) and social (resources that are spent on their membership in the group is awarded) (Zokaei, 1385). According to "Bourdieu" economic capital immediately and directly converted into money, and the right of property, is an institution .Cultural capital, which under certain conditions can be transformed into economic capital. And can lead to institutional academic qualifications .

And social capital, which includes duties and social obligations or connections and may in certain circumstances, be converted into economic capital (Zokaei et al., 1385).

In other words, the economic capital, meaning capital can be a material property or financial assets, is an important element in the education community. And the potential conflict between rich and poor community relations for the book.

Hypothesis

H1: Seems to be the cultural capital of the management body of youth (boys and girls) influence. That is the cultural capital increase due to the management body.

H2: A social capital appears on the management body of youth (boys and girls) influence. This means that social capital has increased due to the management body.

H3: A sex capital of the management body looks young people (male and female) influence. That is the sex capital increase due to the management body.

3. Materials and methods

The population of the survey, 36,289 young people aged 15 to 29 years (including 18,327 males and 17,962 females) are the city Branch in 1393. Cochran formula based on the size of the sample through a 5 percent error was estimated to be 380. The prevention of failure to respond to questionnaires or surveys a sample size of 400 was considered incomplete. Questioner and a questionnaire of 225 questions related to the dependent and independent variables investigated. To gather data, a multi-stage cluster sampling method was used. To check the reliability of face

validity of the questionnaire was used. After revisions, the results of the study are reliable. To analyze the data, descriptive and inferential statistical methods were used. And test hypotheses using correlation analysis and multiple regression analysis with structural equation modeling and model validation software has been Amos.

4. Data Analysis

The main hypothesis1

It seems that social capital is the management body of youth (boys and girls) influence. This means that social capital has increased due to the management body of the screw.

Table 1: The main hypothesis of correlation

	social capital	Management bodies
correlation of social capital	1.000	0.348
Significance level	0.000	0.000
Samples	387	387

Based on the results obtained from the correlation test and a significance level equal to (0.000) is less than 05/0, there is a significant relationship between social capital and management body. The value of this relationship, which is equal to 348/0, means there is a direct and positive relationship between the two variables. This means that social capital will increase the tendency of young people to the management body.

The main hypothesis 2:

It looks like sex capital of the management body of youth (boys and girls) influence. That is the sex capital increase due to the management body.

Table 2: Spearman correlation coefficients of the second hypothesis

	sexual capital	Management bodies
Spearman correlation coefficients sexual capital	1.000	0.170
Significance level	0.000	0.001
Samples	387	387

Based on the results obtained from the correlation test and a significance level equal to (001/0) and is smaller than 05/0, the capital There is sex and body management. The value of this relationship, which is equal to 170/0, means there is a direct and positive relationship between the two variables. This means that sexual capital increase will be due to the management body.

The main hypothesis 3:

Seems to be the cultural capital of the management body of youth (boys and girls) influence. That is the cultural capital increase due to the management body.

Table 3: Spearman correlation coefficients third hypothesis

Spearman correlation coefficients cultural capital	cultural capital	Management bodies
	1.000	0.118
Significance level	0.000	0.021
Samples	387	387

Based on the results obtained from the correlation test and a significance level equal to (0.021/0) and is smaller than 0.05/0, there is a significant relationship between cultural capital and management body. The value of this relationship, which is equal to 0.118/0, means there is a direct and positive relationship between the two variables. That is the cultural capital increase will be due to the management body.

Multivariate regression analysis, the independent variables

Table 4: Output ANOVA

Model	Sum of squares	df	Mean square	F	Significance level
Regression 1	4.692	3	1.564	15.333	0.000
Residual	39.66	383	1.102		
Total	430757	386			

According to Table 14, according to the means test, F (15.333) at the level of error of less than 0.05/0, (0.000), we can conclude that the study included 3-variable regression model, social capital, cultural

Table 3: Summary of model

Model	R	Multiple correlation coefficient	Adjusted coefficient (adj R ²)	The estimated standard error
1	0.427	0.307	0.100	0.31937

Table 13 summarizes the model specified. This table is based on the correlation coefficient (R) between variables, which is 0.428/0 shows the set of independent variables, social capital, cultural capital and variable capital and Sexual Body Management Branch city youth, there was a moderate correlation. Also, the adjusted coefficient of determination (R² adj) which is equal to 0.307/0, shows that 30.7 percent of the factors affecting the management body Branch city youth, under the influence of independent variables to include social capital, capital sexual and cultural capital.

capital and capital sexual able to manage change Branch city youth body, explained.

Table 15: Multivariate linear regression

Variables	Coefficient		Beta	T	sig	Correlations		
	Coefficient Regression (B)	(Std.Error)				Zero-Order	partial	Part
Constant	1.141	0.376	-	0.337	0.003	-	-	-
Social Capital	0.568	0.121	0.290	4.696	0.000	0.233	0.233	0.227
Gender equity	0.184	0.075	0.125	2.460	0.014	0.206	0.125	0.119
Cultural capital	0.093	0.132	0.042	0.709	0.144	0.144	0.036	0.034

The findings in Table 16 Regression results on the algebraic approach between the independent variables in the final model presented Branch city youth body management, including 3 variable capital, social capital and cultural capital is sex. In this section, the interpretation of the regression coefficients based on the standardized coefficient beta (Beta) is done, because this statistic represents the standardized regression coefficient of each independent variable on the dependent variable of the study. Therefore, we can use the relative contribution of each independent variable in the model, we specify. is not In this respect, the social capital variables with the highest regression coefficient regression coefficient 0.298/0 and 0.42/0 of the weakest regression coefficient by a factor of cultural capital variables on the dependent variable is the management body.

5. Discussion and conclusions

Relationship between cultural capital and management is a young body. With the result that the numbers of research results and Chavshyan Zadarmky (2002), Abraham and Bhvvy (2009) and Meteor (2009) on the impact of cultural capital management is a young body.

Comparison was made between girls and boys, show that girls have the highest average rate of the body. Why the management component of the body's mean girls than boys, perhaps that same spirit of pride sales girls in the girls back. This result is perhaps the social and cultural conditions of social space out back that makes the girls go to the management body. Based on the results, we can say that girls are more likely than boys to have a management body. And this is the normal pressure, the girls from the community are waiting for the "beautiful" and "proportionality", they will be more.

It is no wonder that "concerns the body of one of the most important concerns of adolescent girls". Also, research shows that "the proportion of girls who have expressed dissatisfaction with their appearance or weight, than those who have a positive image of his body, had lower self-esteem".

Theoretically, this study is able to view, Bourdieu and Giddens, shillings and Keynesian in the population to have a benchmark test. On the Bourdieu's cultural capital affects the management body.

This indicator shows. To achieve social equity, gender and cultural (the embodied). In recent decades, the lives of young people in achieving their goal transplanted. And global youth culture has, so that all persons under 30 years in all social classes to absorb. In other words, youth groups are characterized by their beliefs, values and norms of the dominant culture or social order prevail, especially youth culture forms.

This is the main feature of the management body as a component of lifestyle in the modern era of late, the expressive nature of the finds. Because modern social identity of the particular physical form and appearance corresponded with management.

Reform, regulation and control of the body in the modern world, especially young people (male and female) through the socialization process imposed. And individuals to demonstrate their identity and dignity and to promote the various stages of life. And their continued success of the tool body modifications such as cosmetic surgery, makeup, slimming diet, exercise, etc. are used. On the other hand, due to the phenomenon of young people according to their position in society and the growth of individualism has a different shape. And this behavior may be a way to resist stereotypes and social structures interpreted. This is one of the tools that society gives young people the opportunity to resist. And young people as a means to gain power, they use it. The beauty with power and allows youth. So that in the time-of unequal benefit. For example, cosmetic surgery should be viewed as one of the management body, and should be considered a paradox. The cycle between individuality and personal satisfaction and social pressure and the structure is dominated by capital owners and consumerism. Thus, we designed more for their body and what we found was far more traditional social activities of the community. The responsibility we feel more pressure.

Because each of us as individuals we are always evaluated by other members of the community. And a part of the judgment, that the formation of social situations. Based on people's appearance. In other words, beauty and enjoyment of the character (natural and previously obtainable nowadays) is obvious. The body of the macro picture of society and cultural developments as well as the changes it makes. Therefore, in the present world, the symbols of the distinction lies in the consumption of goods and equipment status. The consumer is concerned

with identity. And what are not. And in this way to showcase your identity.

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