

INVITATION

Dr. Lucija Čevnik: The Body as a Social Phenomenon: Beauty Practices and Body Ideals Among Young People in Slovenia

This lecture explores the body as a social construct shaped by cultural norms, beauty standards, gender expectations, and age-specific pressures within a national context. We will examine how the body is perceived, constructed, and regulated from early childhood through adolescence, young adulthood, and into later life — with particular attention to the different ways male and female bodies are socially framed and treated.

Focusing on the Slovenian context, the lecture will analyze how social influences – including media, tradition, and institutional norms – impact young people's bodily self-understanding and identity, while also considering how age plays a crucial role in shaping bodily expectations and ideals.

Dr. Lucija Čevnik is a sociologist, professor, author, publicist, and counselor. Her academic and public work centers on body image, the influence of media and cultural narratives on youth, and the social construction of the body across different life stages. Her approach combines critical sociological insight with deep empathy and commitment to the lived realities of individuals in a rapidly changing society.

Date: 18. 6. 2025

Time: 16.00-17.30 (JST)

Zoom Meeting

<https://uni-lj-si.zoom.us/j/99872987176>

Meeting ID: 998 7298 7176

