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Hard Body Panic: Reactions to the Six Pack Imperative in -Fight Club-and Your Local Gym

The feminist critique of objectification fails to take the recent commodification of the male body in consumer culture into consideration. That commodification has led to what researchers call an “Adonis complex” in large numbers of men, a body image distortion and sense of inadequacy that is corollary to the body image problems faced by women. The problem is reflected in cultural productions such as the 1999 movie “Fight Club,” which developed a cult following for its rejection of consumer culture and glorification and naturalization of male violence. In the spectacularly developed body of Brad Pitt, an idealized body produced by the very kind of weight training and supplementation so characteristic of the male body in consumer culture, the movie reaffirms the very kind of commodified body it claims to critique, pointing to the inescapability of commodification and its attendant disturbances for both sexes.
