Abstract

The Entertainment Industry (Debord, 1997) has been proved a useful tool for understanding the masse’s subjectivity connected by television within the contemporary world. Reality Show Psychologist since the beginning of this phenomenon in Brazil (2001), the author traces a singular equivalence of Debord “concept sin social elms. She does that by listening to the participants recounting their own experiences. Those participants refer to their own Body as their Business. Reality Show is seen in this article as the “I” game. The participant acts according to what he/she imagines the public is expecting him/her to be. In the Brazilian culture the fit and beautiful body occupies a big role in the imaginary field, as a body/object commodity within the “media market”, therefore having a definite monetary value. What is happening now is that this “body-commodity”, with the consent of their doctors, have the permission to use drugs in order to tame their feelings. Especially to stop violent behavior in a chemical and superficial way. The goal is to establish the “muscles” strengths of the company, encouraging performances even with the use of anabolic steroid. By treating oneself as an object, one forgets that there is also a living being who can suffer from side effects as well as with uncontrollable feelings!

Keywords

Subjectivity, body, entertainment industry, company-body.