

Plastic Surgeries in Egypt

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Abstract:

This paper traces the history of plastic surgery and how it got introduced in Egypt. It examines the reasons behind the popularity of such surgeries in the Egyptian society. The research investigates the role of media, and the consumerization market introduced by capitalism on women's choice of undergoing cosmetic surgeries. It probes into the topic of patriarchy in a collectivist country like Egypt, the objectification and sexualization of women's bodies, and how it shapes their perception of themselves and influence their decision.

Keywords:

Plastic surgery, Egypt, media, capitalism, sexualization of women's bodies.