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THE GROOVING POPULARITY OF PLASTIC SURGERY IN THE MODERN WORLD

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Relevance. The demand for aesthetic surgery to correct body contours is constantly growing. Thanks to the development of social media and artificial intelligence, people's beauty standards have increased, seeing their ideal appearance in edited photos on Instagram, comparing themselves and remaining dissatisfied, which leads to complexes and depression. Approaching virtual standards is not always an achievable task. This is where plastic surgery comes to the rescue. Statistics show that 400-460 plastic surgeries are performed in the Republic of Belarus per year.

Aim: to obtain statistical data on the desire of young people to improve their appearance through plastic surgery in Belarus; what types of plastic surgery are most desirable for young people; show the impact of plastic surgery on self-esteem and quality of life. Identify the influence of fashion in this field of medicine, the main reasons for the use of plastic surgery and suggest alternative methods. To analyze harms and benefits of plastic surgery.

Materials and methods. Internet sites, questionnaires, scientific articles and literature, documentaries and videos devoted to this problem have been studied.

Results and their discussions. 60 people aged from 14 to 35 years were interviewed. Most respondents rate their natural appearance positively, but are not against improving it through plastic surgery. Using the interview and analysis method we found out that 80% of the interviewed people think that requirements for beauty have increased, 15% disagree with this point, 5% find it difficult to answer; 13 % consider that it is acceptable to change their appearance with the help of plastic surgery "beyond recognition", 81% believe corrections that look natural are acceptable, 6% are against any changes. 47% of respondents dream of rhinoplasty (nose correction), 18% - of breast correction, 15% - of liposuction (removal of fat deposits), 4% are ready to change everything, 4% - age-related changes, 12% - will not change anything .

After viewing processed photos of stars on Instagram and Pinterest, 30% of respondents have a strong desire to change something in their appearance, 68% consider this example is not inspiring, 2% believe it makes you think about a healthy lifestyle.

Conclusion. The interest of young people in the use of plastic surgery has been revealed. Most people are willing to resort to surgery for minor corrections that have a natural appearance, the most popular of which are nose and breast correction. Fashion, social media and the example of popular people have a great influence on the demand for plastic surgery. Changing one's appearance with the help of plastic surgery gives a person self-confidence and helps to get rid of defects. The downside is: the risk of deterioration in health, the possibility of addiction, when a person over time begins to see many imperfections in his appearance. It is very important to be happy with yourself without plastic surgery, so develop positive self-esteem; remember that every person is unique and there is no point in comparing yourself to others. Focus on your strengths, engage in activities that bring you joy and satisfaction. Remember that your uniqueness makes you beautiful. Surround yourself with supportive people and pay attention to your body, take care of it and maintain good physical health. Seek professional support if necessary: consult with a psychologist or therapist who can help you understand your feelings and work on self-acceptance. Accepting your appearance is a process that requires time and effort, but it is an important step towards a healthy and happy life.