

The Role of Capitalism, Society, and Media in the Rise of Plastic Surgeries in Egypt

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Abstract : This study explores the introduction and rise of plastic surgery in Egypt, tracing its historical roots and examining its growing prevalence in modern society. Through a qualitative review of existing literature, the research investigates how media, capitalism, and patriarchal societal structures contribute to the normalization of cosmetic surgeries, particularly among women. It delves into the consumer culture created by capitalism and the sexualization of women's bodies, emphasizing how these factors influence women's perceptions of beauty and their decisions to undergo surgery. The paper also highlights the role of patriarchy in shaping these choices within Egypt's collectivist society.

Keywords : plastic surgery, Egypt, media, capitalism, sexualization of women's bodies

Conference Title : ICWMS 2025 : International Conference on Women, Media and Sexuality

Conference Location : Dubai, United Arab Emirates

Conference Dates : December 20-21, 2025