

## The Construction of Healthy Bodies in U.S. and China: A Comparative Analysis of Women's Health and Trends Health

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**Abstract :** Women's health and wellness has been becoming an increasingly important issue in mass media in the age of globalization. In this context, the current research focuses on comparing the construction of healthy bodies in women's health magazines of China and U.S. Trends Health in China and Women's Health in U.S are chosen. Textual analysis and in depth interviews are combined to examine how the healthy bodies are constructed in two magazines through discursive strategies. The interviews with the Deputy Editorial Director, Creative Director and Senior Visual Design of two magazines are undertaken to make the further comparisons. In both Trends Health and Women's Health, women's subjectivity is realized in the construction of ideal healthy body; nevertheless in the process of constructing healthy body, the disciplinary practices imposed on women's bodies are different in two magazines. This paper argues that women's health magazines in both China and America provide an alternative discourse to speak their voices on the one hand, but on the other hand, Women's Health and Trends Health construct the healthy body through disparate disciplinary practices because of the different socio-cultural contexts in two societies.

**Keywords :** healthy body, women's health magazines, Foucault, textual analysis

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