

Perpetual Waiting:
A Feminist Reading of Dieter's Time
in WW Instagram's Posts

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Abstract

WW (formerly known as Weight Watchers) is one of the biggest and most successful diet companies in the world, and its social media presence, showcasing the company's mostly female clientele, is saturated in messages regarding time and temporality. Unlike many descriptions of dieters' experiences from their own points of view, this thesis, written in article format, uses a feminist perspective to examine WW Instagram publications' corporate perception of dieters' time. I argue that WW presents a dual conception of dieters' time to its online audience, a conception in which the present is both missing and right at hand in hyper-focus: missing in that the fat body is seen as an obstruction to a life of fulfillment and happiness and as merely a step on the way to unlocking one's true potential via thinness; in hyper-focus in that the monitoring and disciplining of the body through the program's point system requires constant vigilance and preoccupation with food and eating. Since, as the research tells us, the promise that dieting will result in a thin body is rarely realized, dieters are thus left in a cycle of dissatisfaction, an existence

taken over by calculations, and a perpetual state of expectation and waiting. This feminist reading will show that this 'dieters' time' forces women to live in waiting and to experience a gendered temporality consisting of a cyclical immanence that prevents them from living a life of meaning.

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