

Makeover Format Programs Analysis of Discourses on Body Modification*

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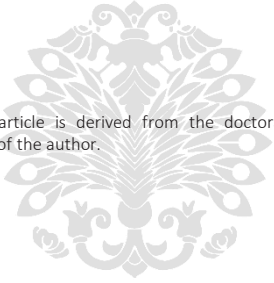
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ABSTRACT

The body is an important means of communication and has been interpreted in various ways by different disciplines from past to present. With the various symbolic meanings attributed to the body, it has undergone changes throughout history and has affected culture and society in this process. Body modification refers to a change within the framework of the beauty ideal and has gained an importance that will affect large masses today, shaped by dynamics such as nature, tradition, beliefs, politics, power, ideology, industrialization, globalization, fashion, consumption, technology and medicine. Mass media, and especially television, influence the masses with the discourses they produce on body modification. Through the makeover format, which is one of the reality show program types, it directs especially women to the act of consumption and encourages modification in order to achieve ideal beauty.

Keywords: Body Modification, Television, Consumption, Reality Show, Makeover Format

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Introduction

The body reflects our social, biological and cultural existence and constantly sends messages to our social environment through various practices. Throughout history, the body has been understood in different ways by different disciplines. Anthropology sees the body as a historical and cultural symbol, philosophy as the prison of the soul, and sociology as an entity shaped by social and cultural changes. With the Industrial Revolution, the body became mechanized, and the male body became more valuable in terms of physical strength (Ceylan, 2011). In modernization and consumer society, the body has become an object to conform to the beauty standards of the fashion industry.

Television promotes the beauty myth and shows women how to change their bodies through makeover programs, turning the body into a consumable object. Makeover formats are a sub-genre of reality shows. (Weber, 2009) (Since this structure has not yet reached the maturity to be considered a genre in television, it will be referred to by the word format). Historically, the body has evolved in meaning: medieval views saw it as a flawed version of the male body, while modern medicine views it as mechanical. Economic and social changes have shaped the body in terms of labor and signs. Descartes and Nietzsche viewed the body through different lenses, while sociology links it to identity and power. Since the 18th century, the body has become mechanized and a consumer object, influenced by fashion and cosmetics. The ideal of beauty has continually evolved, with the body now seen as both an aesthetic and consumption tool in modern society.

In this study, the physical and symbolic transformation of the body, body perception in television programs, and the first ten episodes of makeover programs "Sen Yeter Ki İste", "Bambaşka" and "Emel Acar'la Yeniden" aired in 2011 and 2014, respectively, were analyzed through discourse analysis. The study aims to reveal that television creates the need and necessity for modification through the makeover format by directing the masses towards consumption in order to achieve idealized body beauty.

Methods

This study uses Van Dijk's Critical Discourse Analysis theory, typically applied to news, to analyze television programs. Van Dijk's systematic approach is preferred for its distinction between macro and micro structures. The microstructure examines word choice, sentence structures, causal relations, and rhetoric, while the macrostructure focuses on thematic organization and schematic interpretation. Discourse characteristics are key in analysis (Van Dijk, 1993).

The study was limited to the first 10 episodes of the makeover formats called "Bambaşka Style By Jury", "Emel Acar'la Yeniden" and "Sen Yeter Ki İste", which were broadcast on private television channels in Turkey between 2011 and 2014.

Results

Discourse Analysis of "Bambaşka Style by Jury" Program

The program starts with an opening speech by the presenter. It includes a modification process that takes place in line with the comments of the jury and with the help of experts, as a result of the application of the participant who wants to change, who finds himself ugly, to the program voluntarily.

Table 1. General Characteristics of the Participants of the Bambaşka Style By Jury Program (1)

Participant	Age	Profession	Family information	Reason and purpose of participation
Ayten Kaplan	44	Housewife	2 girls Married	Don't make your partner jealous gain lostself-confidence
Hülya Diker	50	Cook	3 sons, 1 grandson Married 33 years	Her goal is to become a completelydifferent person
Serap Polat	27	Housewife	1 son Married	His wife's interest in him to regain lost self- confidence
Sibel Cil	36	House wife/stilist	1 son Separated from his wife lives	Don't make your partner jealous k Gain lostself-confidence
Sibel Paloğlu	33	Housewife	1 daughterSeparated from her husband	Don't ke your fe jealous Gain lostself-confidence
Guler Ozturk can	54	Working with her daught er	2 daughters Widow	Connecting life wants
Mine Serpil Altun	33	Home his wife	1 girl 1 boy Married	Gaining self-confidence
MelekErşahin	51	Housewife	2 boys and 1 girlChild Widow	Connecting to life
Sevil Yazgan	42	Housewife	1 daughterSeparated from her husband	Don't make your partner jealous Gain lostself-confidence
Insaf Dinçel	55	Housewife	1 son, separated from his wife	Gaining self-confidence

Table 2. General Characteristics of the Participants of the Bambaşka Style By Jury Program (2)

Participant	He didn't like in himself feature	What the jury did not like about the participant	Jury	What experts like in a participant
Ayten Kaplan	Glasses	Hair, sweater, shoes, teeth, glasses, lips	Public relations expert (e), accountant (k), pedagogue (k), customer representative (k)	Belly, unmodern clothes, unkempt hair, sparse teeth, glasses, wrinkles and scars on the skin
Hülya Diker	Glasses	Mismatched clothes, jewelry, elderly image	Tourist guide (k), tekstilci (e), kimyager (k), animatör (e), ballet	Wrinkled hands, wrinkled skin, belly, glasses
Serap Polat	Teeth	The incongruity of your outfit, his hair, his sagitated state, his unkempt teeth, mismatch of accessories	Public relations expert (k), Modelist (k), Advertisementci (e), doctor (e), manager	Sagging body, wrinkles on the skin, glasses, crooked teeth and cavities
Sibel Cil	Wrinkles	Her hair, the shabbiness of her clothes incompatibility, the appearance of old age	Psychologist (k), jewelrycu (e), doctor (e), businessci (e), banker (k), teacher (e)	Wrinkles and scars on your skin, cellulite, sagging, belly and hip fat, hair, rotten teeth and tooth stains, teeth ratio problems.
Sibel Paloğlu	Eye brows	compatible clothes, eye brows, hair, accessories, elderly appearance	Business ministratio, nking (k) cher (e), sician (k), berdasher (e) antique dealer (k)	Stains on the, shade ferences and lowing, fat on belly, fine es on the skin, ached paint hair
Guler Ozturkcan	Hair	Dryness of skin mismatched His clothes, goggles, his hair, old view	Retired cher (k), rism c (e), l estate ent (k), ecutive istant istant (k), hairdresser), ealth officer (k)	Tooth stains, stones and tone differences, abdominal fat, sagging skin, glasses
Mine Serpil Altun	Eye brows	Incompatible clothes, neglected teeth, dark circles	Technical draftsman (k), mechanical	Unkempt teeth, wrinkles,

		under the eyes, necklace	engineer disi(e), sales consultant(k), accountant midwife(e), stylist(k), banker(k),business man(blemishes, dark circles under the eyes,cellulite, buttocks excess in the region
MelekErşahin	Wrinklesand sagging skin	Incompatible clothes, shapeless hair, blemishes on the skin,wrinkles, pimples	Newspaper journalist(k), public relations specialist (k), biolo g(e),sig center(k), modelist(k), businessci(e)	Trapezoid teeth, wrinkles, blemishes on the skin, under eye collapse, dry and lifeless skin, sagging around the belly and waist, cellulite, eye disorder
Sevil Yazgan	Hair	Incompatible clothes, shapeless hair, blemishes on the skin,wrinkles, pimples, unkempt teeth	Public relationsr expert (k, businessci(e), teacher(k), customer representative isi(e), doctor(e), salesd(k)	Unmaintained his teeth, wrinkles on his skin, blemishes, unkempt hair, localized excess weight
Insaf Dinçel	Wrinkles and glasses	Incompatible clothes, shapeless hair, blemishes on the skin,wrinkles, pimples, unkempt teeth	Tourist (k), teacher (m), lawyer (k)	Unmaintained teeth, wrinkles in the skin, eye disorder

Table 3. General Characteristics of the Participants of the Bambaşka Style By Jury Program (3)

Participant	The Message of the Program
Ayten Kaplan	Beauty and grooming give a woman self-confidence.
Hülya Diker	
Serap Polat	
Sibel Cil	
Sibel Paloğlu	
Guler Ozturkcan	
Mine Serpil Altun	
Melek Erşahin	
Sevil Yazgan	
Insaf Dinçel	

* Only 2 of the participants were reported to be employed; there is no information about their educational background. The reasons for participating are usually their husbands' disapproval or the desire to gain self-confidence. Participants attribute their lack of beautification to marriage and childbirth.

This study explores how makeover reality TV shows shape body perception and create mental stereotypes for viewers. Over time, these discourses legitimize body ideals as societal goals, particularly affecting women. Van Dijk's critical discourse analysis examines how power and superiority influence social thought and body perception. * The powerful elite, represented by presenters and experts, promote notions of ugliness that participants must adopt. The elite, with economic freedom and prestige, contrast with the less privileged masses. Discourse structures reveal how elites assert power and influence. Jurors' offensive language reflects their perceived right to insult, undermining the program's reality and highlighting its fictional nature.

Analysis

Macro Level: The macro level includes two levels of analysis: thematic and schematic. The meaning of the discourse is tried to be revealed by going from the general qualities of the analyzed object to the specific.

Thematic Dimension: With the thematic dimension, it is tried to reveal how and how the discourse is organized.

General features:

-What is the name of the program?Bambaşka Style Jury

-Does the program have a slogan?

"Completely different" encompasses spiritual, cognitive, and physical change. The program details

physical change but treats spiritual and cognitive change superficially. Spiritual change is shown as resolving issues in two therapy sessions, while cognitive change involves increased awareness and self-confidence. Physical change is linked to consumption. The program claims these changes occur within a week, but participants continue to face unemployment, separations, and suffering. Thus, "being different" remains a traditional image stylized by modernism.

-What are the phrases used in the introduction that are repeated in each chapter?

Q: Welcome to Bambaşka. Our heroine this week is Ms. Serap who thinks that she has come for a test shoot and she is waiting for us with excitement, unaware of what is going to happen inside, but she has already been selected for Bambaşka...And we have another surprise for her. Behind the double-sided mirror, there are 9 people who don't know Ms. Serap at all. Let the lights shine! Our jury members this week include journalists, biologists,... Are you ready, jurors?

J: Ready!

S: Then let's not keep Ms. Serap waiting any longer and invite her inside.

This introductory speech, which is repeated in all episodes of the program, is actually an open speech that introduces the format, explains to the audience what will happen in the program flow, and provides information.

Schematic Dimension: The schematic dimension attempts to reveal the discourse situation. It does this by examining the content, structural, interactional and presentation features of discourse.

Content features:

-What is the purpose of the presenter? How does he/she express it?

The presenter sincerely asks participants about their reasons for joining and what makes them feel bad, offering clear support. For example, they advise ignoring harsh jury criticism and compliment the participant's qualities, like their eyes, with a warm and enthusiastic demeanor.

- What are the person's reasons for participating in the program?

5 of the participants participated in the program to regain their self-confidence and attract the attention of their spouses, 2 to connect to life, 1 to become a completely different person, and 2 just to regain their self-confidence.

-Where in the participant's body does he/she see a defect?

3 of the participants were bothered by their glasses, 2 by their eyebrows, 2 by their wrinkles, 2 by their hair and 1 by their teeth. In fact, all these imperfections are related to aging. For example, none of the participants find their nose, breasts, etc. defective. Therefore, one of the messages conveyed in the program is that women should not look old.

-Are there different practices for each participant or is there a standardized practice?

Participants receive standard dental cleaning, botox, fillers, fractional laser, cavitation, lipolysis, hair coloring, haircut, and makeup. Additional procedures like eye surgery, acoustic shock wave, and chemical peeling may also be used. These methods address aging signs and promote a well-groomed

appearance, conveying that women should avoid looking old and remain aesthetically pleasing.

-Who are the people introduced as experts in the program?

Plastic surgeon, style consultant, hairdresser, make-up artist, dentist and ophthalmologist, personal coach (personal development, NL P specialist or spiritual life counselor), beautician, sports-yoga instructor.

-What are the elements that fit or do not fit the aesthetic view of the experts?

Poor eyesight, unkempt hair, mismatched clothes, localized excess weight, skin blemishes, sagging, pimples, wrinkles, shade differences in teeth, cavities, crookedness.

-What are the differentiating qualities and discourses about the participant before and after the modification process in the program?

The program makes certain definitions and discourses about the participants. In order to establish the relationship between definitions and discourses, we first need to examine the information about the participant in the following tables

-What are the characteristics of the "ugly" woman who has not undergone the modification process?

5 of the participants wore dark hair, almost all of them wore no make-up and mismatched clothes. 7 of them wore dark colored shoes without heels. Jewelry and accessories are used, but incompatible. The image of women criticized and disliked by the jury refers to women with dark hair, wearing mismatched clothes, no make-up and shoes without heels. These women are exposed to the jury's discourse on ugliness and ugliness is defined through these participants.

-What are the characteristics of a "beautiful" woman who has gone through the process of modification?

Of the modified participants, 5 have dark dyed hair, 9 have short hair. All wear short evening dresses, high heels, and makeup. Seven have dark eye makeup, and eight have flashy jewelry. The jury defines them as "beautiful," characterizing beauty as short, dark hair, a short evening dress, heels, makeup, and flashy jewelry. This style highlights femininity and modernity, creating a traditional woman with a modern appearance.

Structural Features:

-What kind of structure does the program have, how is it organized?

The program is highly guided, with experts, jury, and presenters directing the participant, who remains passive and accepts instructions without objection. The participant is aware of the process and comes prepared for it. While the presenter's role is limited, the jury and experts' comments leave no room for objection or choice.

Interactional Features:

-Who addresses whom in the program?

The presenter, jury and experts address the participant. This reinforces the directive structure of the

program and the passive position of the participant.

-What are the qualifications of the participants in the program, such as age, occupation, education level, etc.?

1 of the participants is a professional, working woman.

Of the participants, 1 was 20 and above, 4 were 30 and above, 2 were 40 and above, and 3 were 50 and above.

No information is provided on the educational background of the participants.

Of the participants, 4 are married, 3 are married but separated from their spouses, 1 is divorced and 2 are widowed.

-What kind of strategy does the presenter follow to achieve its goal?

The presenter encourages the participant to change and guides the participant with positive language. After listening to the heavy criticism of the jury, the participant puts himself/herself in the hands of experts in order to eliminate all the negativity about himself/herself. Experts are both directive and guiding by expressing the participant's needs and shortcomings.

-Does the participant or the experts decide on the modification practices to be applied on the participant?

The participant never has a say in the modification practices that will be applied to him/her. Throughout the program he/she is only an object of the practices and he/she accepts this situation. Experts are the decision makers and implementers.

-What is the difference in role and status between presenter and participant?

The presenter approaches the participant as a friend and does not emphasize the difference in role or status. Because the presenter is only the transmitter of the discourse and not part of the powerful elite, there is no status difference between him/her and the participant.

-In what ways do experts express elements that do not conform to their aesthetic vision?

The experts in the program express the problems they see in a clear and professional language without much emotion. The jury, on the other hand, criticizes the participant in a very insulting, humiliating and belittling manner and in a very harsh language. The reason for this attitude is not to give the participant the right to object and to make him/her more convinced that he/she absolutely needs to change.

Presentation Features

-How is the name of the program presented at the opening? What are the colors, graphic elements used?

The program's credits feature female-specific accessories (mirror, lipstick, comb, scissors) and full-length drawings and colorful images of women. The program title "Bambaşka Style By Jury" appears, with "Bambaşka" in larger green text and "Style By Jury" in smaller pink text. These graphics indicate that the target audience is women and the program has an entertainment focus.

-What are the features related to decor and lighting?

In the studio, a round platform, rectangular plates, and female figures are used. The presenter and guest enter through a door connected to the red platform by illuminated white stairs and sit in white chairs facing each other. A double-sided mirror, introduced as "the mirror that always tells the truth," emphasizes the jury's authenticity. The jury sits in a small section with a glass and wooden barrier, containing nine yellow chairs. This section is lit when the jury is introduced and darkened at other times.

- What are the characteristics of TV production technique?

Scales, camera angles, and movements are consistently used in specific locations. The program's various locations and actions reflect the dynamics between the jury, presenter, and participants. In non-studio settings, the camera follows actions in narrow spaces to enhance realism. While general shots support the discourse, the lack of close-ups limits emotional depth.

-What are the characteristics of sound?

The program uses lively, wordless music throughout, with an external voice speaking in sync. This voice aids in understanding and perception, using an enthusiastic tone to quickly convey the message and guide the viewer.

-What are the features of rhetoric?

The addressees are the jury, the experts and the presenter. The presenter is very friendly and warm. The jury is always sullen and angry at the beginning of the program. The experts, on the other hand, speak little and are either smiling or neutral.

-What is the visual language used when expressing the parts of the participant's body that he/she sees as defective?

In terms of visual language and shooting characteristics, no special expression is used different from the other sections. While the features that the participant does not like about himself/herself are expressed verbally, visual language does not support this situation. The reason for this may be that, as mentioned before, the audience gives more importance to the dialogues and does not take into account the production quality, shooting features, etc.

-How are applications for modification visually presented?

Applications for modification are given through VTRs in the program. Actual camera use is seen, which is typical of reality show programs. Detail shots and zoom in movement are frequently used to show details in make-up and hair applications. In VTRs, a live, moving music and an external voice is used. Continuous cutting is used as a transition between VTRs.

-What are the music and visual imagery used when presenting the participant who has completed the transformation?

Wordless music accompanies the participant entering the studio at the presenter's invitation. The participant stands for a long time to highlight their transformation, but details of the change are minimal. Shooting scales and angles remain consistent. Although we expect a dramatically different participant, the presentation style is the same at the beginning and end, with initial negative

arguments turning positive. However, the show's filming techniques don't fully support this narrative shift.

-Is there a difference in the music and visual description tools used before and after the Change?

In the visual dimension of the narrative, there is no difference in the way of presentation before and after the change. Since the act of change is expressed verbally too much, it is not supported by visual narrative elements. Apart from this, the process is given importance rather than the result of the change. Because the modification process provides the audience with some consumption habits and offers a lifestyle.

Micro Level: The micro level is the level where more specific qualities of the object analyzed in discourse analysis and linguistic elements that are the basic indicators of ideology are examined.

Grammatical Features:

-Does the program have a standard language or does the speaker use some regional or social dialect? The program uses a standard language, with no regional or social dialects. This indirectly indicates that the target audience is in fact urban women.

What cultural, social or ideological reason can be attributed to the use of different expressions, pronunciations, regional dialects, etc.?

There are no notable pronunciations or regional dialects; all participants use similar language. If there were participants using different dialects, one might think that the program conveys the message that women from all walks of life need to change. The program indirectly conveys the message that urban women should look well-groomed, beautiful and young.

-Is there any grammatical meaning, omission, inaccuracy or new usage?

The program uses standard, consistent language with no grammatical errors. Sentences are clear, coherent, and not complex. Emphasis is provided by the external voice and the presenter's tone. This clear and relatable language helps a large audience understand and accept messages quickly.

-How often do you use foreign words?

Foreign words are mainly used by style consultants, beauticians, and plastic surgeons, such as "combination," "skinny," and "casual," which are fashion terms. Skin care and slimming terms like "fractional laser," "cavitation," and "lipolysis" are also used without translation. Globalization influences both program formats and the adoption of these terms.

-What is the theme and purpose of the program? The program imposes on women to be beautiful and well-groomed, thus lying to them that they can exist in society. Getting an education and having a profession can also prove social existence, but the program does not include these values. Because these values do not sustain the capitalist system and can create questioning masses. The program serves different purposes -With which words, phrases, adjectives or sentences is this aim, theme mostly expressed?

The program associates qualities such as *self-confidence, standing tall, smiling confidently and being dynamic* only with beautiful and well-groomed women, emphasizing that ugly women cannot possess these qualities. Beauty determines a woman's position in social life.

-Are there any specific phrases, repetitions of expressions or standard adjectives, vocabulary used in the participant's presentation before and after the exchange?

Before the change, adjectives such as *completely different journey, shabby, old, etc.*; after the change, words such as *beauty without joy, miracle change, chic, raw material, etc.* are frequently used.

*After the analysis of the first program is presented in detail, the analysis of the next two programs will be evaluated taking into account similarities and differences.

Discourse Analysis of “Again with Emel Acar” Program

The program starts with Emel Acar's brief speech in the studio, followed by her walk to the participant's house with an external voice providing information. The participant is introduced, a conversation occurs at her home, her closet is examined, and the transformation process begins.

Table 4. General Characteristics of the Participants of the Emel Acar Program (1)

Participant	Age	Vocational	Family information	Reason and purpose of participation
Arzu Anlar	26	Housewife	Married 1child	Gaining self-confidence
Emine Yilmaz	33	Housewife	Married 1 daughter	Change request
Kezban Şehitoğlu	36	Sales representative	Married with 2 daughters	Gaining self-confidence
Zuhal Acar	34	Housewife	Married	Change request
Bediha Çetinkaya	47	Housewife	Divorced 1 girl 1 boy	Feeling good about yourself
Pink Palta	45	Advertising Agency a is working	Divorce 1 girl and 1 boy	Change request
Sibel Duran	35	Land Registry Cadastre Technician	Separated from your wife 1 son	Change request
Gulderen Soran	36	Insurer	Married	Change request
Tuba Gulbas	27	Finance Expert	Single	Change request
Semra Abanoz	46	Housewife	Married with 2 daughters	Gaining self-confidence

Table 5. General Characteristics of the Participants of the Emel Acar Program (2)

Participant	What he doesn't like about himself Feature	Characteristics that experts did not like in the participant	Experts	Applied modification practices
Arzu Anlar	Eyebrows, hair, teeth	Curvatures in the teeth, dental stones, incorrectly applied tattoo on the eyebrows, dark circles under the eyes, skin color, pores on the skin, fat in the waist area, belly, asymmetry problem in the body.	Dentist, esthetician, beautician, personal development specialist, Fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa (scaling and whitening), tooth curvatures corrected, microdermabrasion (mechanical peeling), plus effect (tightening), light filling (under eye), tattoo eyebrow removal with Q switch ND laser, filling, therapy, styling, sports, diet, hair and makeup applications
Emine Yilmaz	Bags under the eyes, teeth	Old type of dental veneers, tooth stains, tartar and tooth color, nose disproportion, skin comedones, oily skin, sagging body.	Dentist, esthetician, beautician, personal development specialist, fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa, new lamina veneers, nasal filling, custody volumizer, botox for crow's feet, skin care, caviar mask, therapy, magnetotherapy (regional sagging), sports, diet, styling, hair and makeup applications
Kezban Şehitoğlu	Gaps between their hair, under their eyes and between their teeth	Purple tooth pigments, crooked teeth, level differences, gaps, thick and sharp nose bones, crow's feet, wrinkles, asymmetry in the body,	Dentist, esthetician, beautician, personal development specialist, fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	Dental spa, compositing (cavities filling), pigmentation treatment (gum), botox, fillers, oxygen therapy, magnetotherapy, firming massage, sports, styling hair and makeup applications
Zuhal Acar	Skin blemishes, teeth, hair	Gum problems, missing teeth, gaps between teeth,	Dentist, esthetician, beautician,	Dental spa, pink aesthetics (gum), compositing,

		detention problems, thin upper lip, nose devaluation, on the skin comedones, blemishes, fat in the waist and hips	personal development specialist, Fashion designer, personal trainer, nutritionist, hairdresser, make-up artist	lamina veneers, implants, nose and upper lip fillers, botox, skin care, multipolar therapy (oil melting), diet, therapy, styling, hairdressing and makeup applications
Bediha Çetinkaya	Skin blemishes, teeth	Gum recession, caries, skin very dry and old, wrinkles, blemishes, pale hair color, weight and edema	Dentist, esthetician, beautician, personal development specialist, Fashion designer, personal trainer, nutritionist, hairdressing, make-up artist	Dental spa, caries treatment, micro-brasion, peeling, collagen mask, serum treatment, laser spot treatment, carbon peeling, therapy, sports, diet, styling, hair and hairdresser applications
PinkPalta	Crow's feet wrinkles, dark circles under the eyes, forehead lines and teeth	Tooth color, gum problems, loss of skin elasticity, wrinkles, thin lips, edema	Dentist, esthetician, beautician, personal development specialist, fashion designer, personal trainer, nutritionist, hairdressing, make-up artist	Dental spa, porcelain lamina veneer, pink aesthetics, magnetotherapy, botox, fillers, Prp application (for loss of elasticity), therapy, styling, vision (astrology),
Sibel Duran	Skin blemishes, gaps in your teeth, missing teeth,	Gum disease, tooth stains, missing teeth in the lower jaw, skin very fatty, sagging skin, swelling and bruising under the eyes, depression on the upper part of the cheek, crow's feet,	Dentist, esthetician, beauty expert, personal development expert, fashion designer, personal trainer, nutritionist, hairdressing, make-up artist	Dental spa, implant, peeling, collagen mask, dermoroller, filling, botox, carbon peeling, Q-switch laser, styling, sports, eyelash perm, hair and makeup applications
Gulderen Soran	Their glasses, their teeth, their weight	Gum problems, cavities, old bridges, facial old and tired appearance, thin lips, under-eye problems, weight, long hair	Dentist, esthetician, beauty expert, personal development expert, fashion designer, personal trainer, nutritionist, hairdresser, make-	Pink aesthetics, caries treatment, dental spa, bridge application, filling, botox, peeling, under eye volumizer, light filling, spot removal mask,

			up artist	sports, diet, therapy, diet, diet, hair and makeup treatments
Tuba Gulbas	Acne and blemishes on your skin	Slight belly, bagels on the sides, pink aesthetics, dental spa, tooth crystal, tooth sizes, oily skin	Dentist, esthetician, beauty expert, personal development expert, Fashion designer, personal trainer, nutritionist, hairdresser, make- up artist	Dental spa, pink aesthetics, botox, fillers, skin care, sports, diet, hairdresser and makeup applications
Semra Abanoz	Hair, teeth, skin	Receding gums, old dentures and bridges, pale skin, sagging arms, posture disorder, wrinkles, pale hair	Dentist, esthetician, beauty expert, personal development expert, fashion designer, personal trainer, nutritionist, hairdresser, make- up artist	Dental spa, gum disinfection, tooth length harmonization, zirconium bridge, prosthesis, dermotherapy, spot lightening mask, cold lipolysis, platelet- rich serum injected into the skin, botox, gold needle treatment (skin), diet, sports, therapy, hair and makeup treatments.

Table 6. General Characteristics of the Participants of the Emel Acar Program (3)

Participant	Repeated expressions	Reason why the participant is not beautiful	The message of the program	Repeated expressions
Arzu Anlar	Feminine smile, Feminine bun	Early marriage and timid personality	Beauty and grooming give women self- confidence.	Feminine smile, Feminine bun
Emine Yilmaz	Your physique is very beautiful. Your measurements are model-like. Measurements, You are weak	Early marriage and having children	There are no ugly women, there are unkempt women.	Your physique is very beautiful. Your measurements are model-like. Measurements, You are weak
Kezban Şehitoğlu	You need to tighten up!	Loser	Beauty and grooming give	You need to tighten up!

			women self-confidence.	
ZuhalAcar	Beauty without blades, without scalpels	No specificreason has been identified.	There areno ugly women, there are unkempt women.	Beauty without blades, without scalpels
Bediha Çetinkaya	Traces of yearsThe devoted mother ...	Devoting years to her childrenand raising them alone	When appearance changes, when a person becomes beautiful, the inside and the soulbecome beautiful.	Traces of yearsThe devoted mother ...
PinkPalta	Being energetic Energetic life	Neglect ofcare	There areno ugly women, there are unkempt women.	Being energetic Energetic life
Sibel Duran	This color will kill you Labels likemarried, divorced, widowed...	No specificreason has been identified.	There areno ugly women, there are unkempt women.	This color will kill you Labels likemarried, divorced, widowed...
GulderenSoran	You're not taking care. You're letting itgo. ...	Busy worlklife	There areno ugly women, there are unkempt women.	You're not taking care. You're letting itgo. ...
Tuba Gulbas	Beaut advenure What confidence!	No specificreason has been identified.	There areno ugly women, there are unkempt women.	Beauty adventure What confidence!
Semra Abanoz	Devotedmother	He let himself go	Beauty and grooming give women self-confidence.	Devotedmother

*3 of the participants have a profession and work. The reasons for participation were the desire for change and gaining self-confidence. Reasons such as early marriage, motherhood and busy daily life were mentioned. The message of the program is "There are no ugly women, there are unkempt women"

Discourse Analysis of "Sen Yeter ki İste" Program

The program features three fashionista coaches. On Mondays, they meet fifteen contestants and select one. In the final, a six-person jury, including a celebrity, joins the coaches. The coaches and jury score the participants. Despite the jury's presence in all programs, here they also compete and score, integrating the makeover process into the format.

Table 7. General Characteristics of the Participants of the Sen Yeter ki iste Program (1)

Participant	Age	Profession	Family information	Reason and purpose of participation
UnsüleKaya	43	Housewife	Divorced 3 children 1 grandchild	Change request
EdiyeSeven	58	Retired	Divorced with 4 children	Opening a new chapter in your life, 1 daughter passed away
Züleyha Sandikmen	40	Housewife	Single	She's about to get married, she wants to get beautiful
RuhsarOrtuğ	33	Housewife	Widow 1 child	Change request
Gülizar Kaya	42	Housewife	Single	Opening a new chapter in your life
Guldane Kalem	46	Real estate consultant	Divorced 1 son	His son wants a 30-year-old mother.

Table 8. General Characteristics of the Participants of the Sen Yeter ki iste Program (2)

Participant	What he doesn't like about himself Feature	Characteristics that experts do not like in the participant	Experts	Applied modification practices
UnsüleKaya	Not specified.	Chin, wrinkles, nose curvature,	Esthetician, sportstrainer, hairdresser, make-up artist	Fillers, botox, sportstraining, haircuts, hair coloring and makeup
EdiyeSeven	Not specified.	Teeth, sagging skin, loss of elasticity, deformation of the cheeks, moles	Dentist, medical aesthetician, fashion designer, hairdresser, make-up artist	Tooth lengthening and whitening, PRP, filling, botox, volumizing, mole removal, hair coloring, cutting, make-up
Züleyha Sandikmen	Wrinkles, teeth, nose, eyebrow structure	Eye brow structure, lips, cheeks, teeth, tooth symmetry, gums disorders	Dentist, plastic surgeon, esthetician, hairdresser, make-up artist	Contrary temple lift, lip augmentation, cheek augmentation, teeth whitening and veneers, hair coloring and makeup

RuhsarOrtuğ	Weight	Tooth color, weight, hair	Esthetician, fashion designer, dentist doctor, hairdresser, makeup artist	Cold lipolysis, teeth whitening, skin care, haircuts, coloring and makeup
Gülizar Kaya	Not specified.		Dentist, medical aesthetics physician, hairdresser, make-upartist	Teeth whitening, Botox in the temples and around the eyes, fillers in the nasorobial line and lip, haircuts, coloring and makeup
Guldane Kalem	Elderlyimage	Wrinkles, hair.	Bioenergy specialist and trainer, medical aesthetic physician, dentist, hairdresser, make-upartist	Consultation with a bioenergy specialist, Visit to the set of Çocuklar Duymasın, botox and filling applications, aesthetic tooth filling, hair coloring, haircut and make-up

Table 9. General Characteristics of the Participants of the Sen Yeter ki İste Program (3)

Participant	Repeated statements	Reason why the participant is not beautiful	Program message from
UnsüleKaya	He had a hard time, he went through an illness.	Illness andthe pain of separation	When the outward appearance changes and becomes beautiful, the soulalso becomes beautiful
EdiyeSeven	Mrs. Ediye their pain	The pain ofbetrayal and death	Beaauty is awoman's to life bonding and their pain forgetting makes it easier.
Züleyha Sandikmen	Change in body and soul	No specificreason is given.	When the outward appearance changes and becomes beautiful, the soulalso becomes beautiful
RuhsarOrtuğ	No specific wording has been identified.	Abandonment	When the outward appearance changes

			and becomes beautiful, the soul of a person also becomes beautiful.
Gülizar Kaya	He suffered a serious illness	Disease	Beauty is a woman's to life bonding and their pain makes it easier to forget.
Guldane Kalem	Changing body, evolving soul and paint to be erased	Divorce	When the outside changes and becomes beautiful, the inside also becomes beautiful

*The program is broadcast every day of the week and three contestants are hosted each week. The first ten episodes featured a total of six participants.

Conclusion

The general discourses of the programs overlap with each other. In the specific case of each program, "Style By Jury" creates specific identities: a powerful elite jury and experts versus weak participants. The program reflects social status construction and beauty standards by portraying beautiful women as young, well-groomed and dynamic, free from traditional roles such as motherhood and marriage. Disregarding values such as education and occupation, it emphasizes that beauty is the key to social existence and happiness. The show suggests that beauty can be achieved through consumption, idealizes expensive services, and presents women as objects to be evaluated according to appearance. By associating beauty with social status and self-confidence, it encourages consumption to compensate for perceived deficiencies. In shaping social self-image, the program can inhibit intellectual development by encouraging passive conformity.

Reflecting Van Dijk's notions of power and superiority, the program *Emel Acar'la Yeniden* (Again with Emel Acar) creates a variety of identities in which powerful groups shape the views of ordinary people through discourse. Praise from ordinary people emphasizes this status difference. Beauty standards include dyed hair, makeup, dresses, high heels and a youthful appearance. Barriers such as motherhood are rarely mentioned. The program, in which half of the participants work, supports women's roles in working life and emphasizes being well-groomed through consumption. The program guides women towards beauty and encourages consumption for value and popularity. Television conveys elite discourses, making ordinary qualities seem valuable. Participants become both creators and products of popular culture through their pursuit of short-term fame.

Sen Yeter Ki İste Program emphasizes the status difference by depicting powerful elites and weak ordinary people. Life coaches encourage change by relaying expert discourses to the participants. The contestants are usually unemployed women with family, job and health losses and are not informed about their education or occupation.

The program promotes status symbols, individualism and self-confidence, but not marriage or having children. Transformed women typically have short, dark, layered hair, dark eye makeup, light lipstick, evening dresses and high heels, embodying feminine codes. Although they appear to be equalized, only their image changes, not their education or culture. Targeting urban women, the program exploits the desire for group belonging and perpetuates consumption through new clothes. By offering short-term popularity, it produces superficial beauty that can be consumed, making women

look alike and devaluing them. The program spreads its messages far and wide, leaving viewers vulnerable.

The body is a social, cultural and historical entity. The ideal of beauty has forced the body to constantly change and this ideal is promoted through mass media. Reality shows and makeover formats legitimize body modification and popularize the female body.

Housewives in the program seek self-confidence and beauty, valuing outward appearance for social existence. The program suggests that changing appearance enhances inner beauty. It focuses on participants' life stories, popularizing them and transforming them into objects of consumption. The makeover process alters lifestyles and consumption habits, reflecting capitalism. Experts, often men, offer professional, expensive services to align women with masculine beauty standards, emphasizing consumption. Women are objectified and compared to the Pygmalion myth. The ideal beauty is modern and self-confident, marked by feminine codes like high heels, evening dresses, and makeup. Consumption shapes body image and suggests a lifestyle driven by created needs. The process affects women's self-image and emotional state, promoting individualism and modern appearance while neglecting economic freedom and education. Marriage and motherhood are seen as obstacles. The program emphasizes temporary popularity and modifies appearance rather than substance.

The programs serve the functioning of the capitalist system by directing women through consumption. In the programs, external voices and background music create an entertaining atmosphere. The use of general shots and actual cameras is common, and the actual camera increases the sense of reality. All these discourses aim to create easily manageable masses by creating a passive attitude in the viewers.

Recommendations in line with the results obtained in the study; television is an important tool that directs the masses and beauty is one of the concepts frequently discussed on television, content that encourages modification is produced through makeover formats to achieve ideal beauty goals for women. In programs that appeal to a female audience, it is recommended that they create realistic and responsible representations within the framework of social needs, social responsibility and ethical approaches. The modification process should not be limited to physical appearance, and it should be taken into consideration that healthy living, personal development, education and information play an important role in the audience's conscious decision-making.

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