

Identity and Drugs

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What is the meaning of muscle in males?





Purpose

The purpose of this study was to explore how men storied their journeys to developing and maintaining a high drive for muscle

Participants

- 5 male users from a larger study (Mean age=28.45, SD=6.96, years) with high drive for muscularity
- Representing bodybuilders, competitive lifters, and competitive athletes (rugby)



Small
Played
foot ball
wanted
to play Rugby.

Small
Called little
rich when I
wanted to
be big rich.

Looking
strong
Means
Confidence

Big uncle
Dad was
a Marine and I
want always aspire to
be like my uncle
Telt inadequate
against him.

got bullied
for being
small.

Went for
Rugby trial
at College and
they were like
(football training
is next door)

Feeling Inadequate
↳ sufficient purpose

NEED
TO DEAL
WITH IT
BY GETTING
BIGGER

going to
the gym
would allow
me to be on
par with the
other lads.

Wanting to be
noticed, I
am small and
inadequate

DFM
Trained
in Gym

Obsessive
with training.

DFM.
Relationship
break up

More desire
for muscles
Used for
Coping

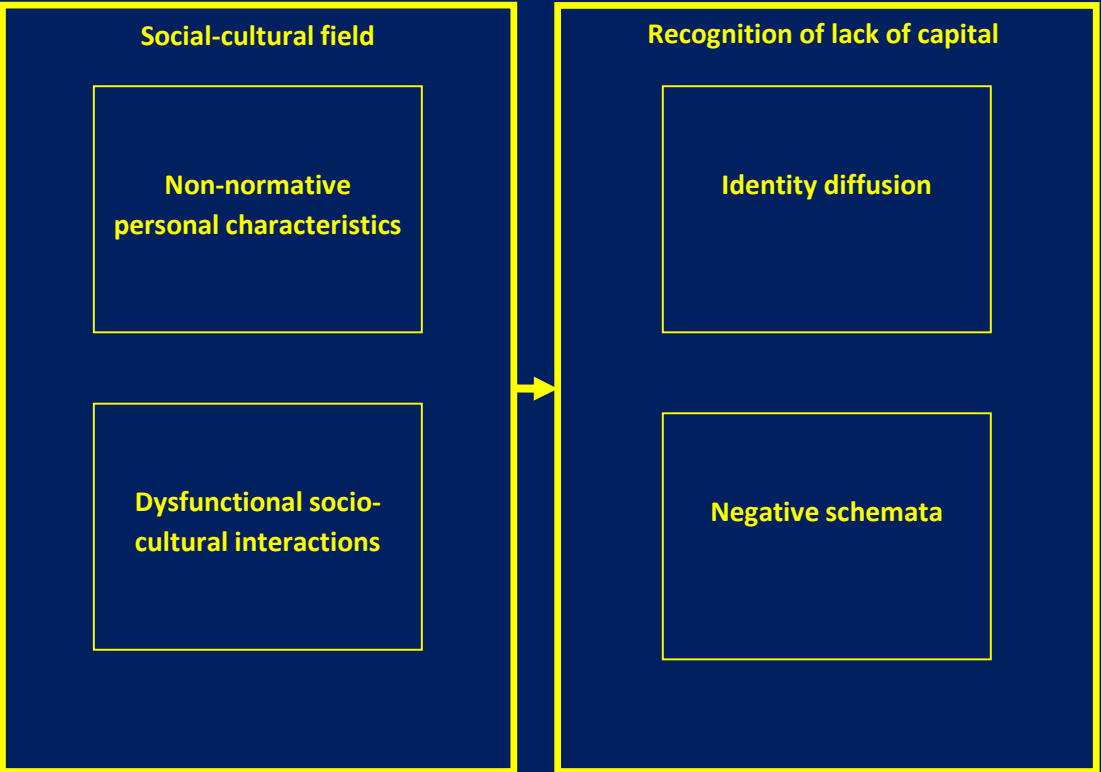
Realised
'have to support
daughter'
NOW.

More
Chilled out
now. 'I have
addressed the
situation'

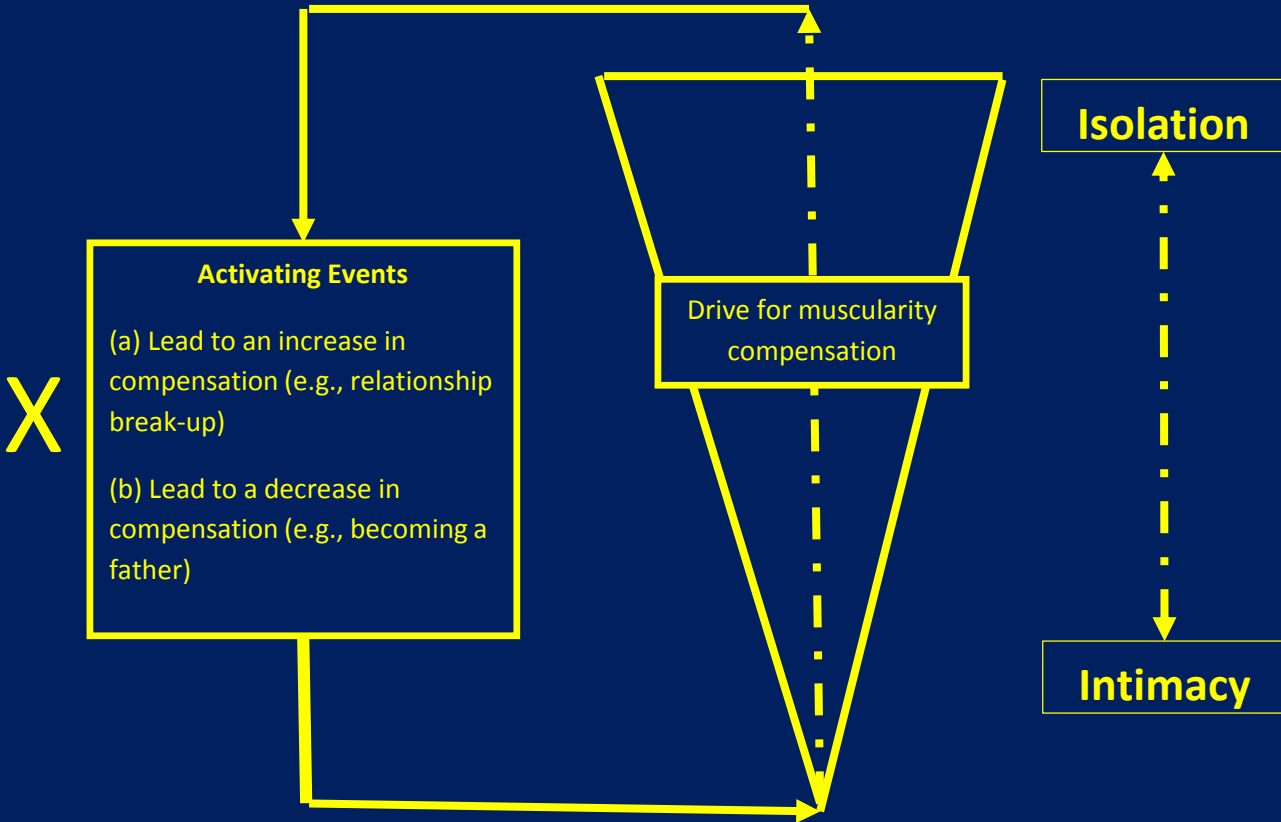
START

Master Narrative

Childhood and early adolescent experiences



Adolescence to early adulthood



Significance

- Muscle represents identity capital
- Drive for muscularity is not always a vain motive
- To help people we need to get past unhelpful stereotypes



Future research?

Yes! I Turn Weaklings *into* HE-MEN!



Let Me Make YOU a NEW MAN

—in Just 15 Minutes a Day!

YES, Sir, *that's my job!* I "RE-BUILD" skinny, run-down weaklings—fellows so embarrassed by their second-rate physical condition that they always hang back, let others walk off with the best jobs, the prettiest girls, the most fun and popularity. I turn weaklings like these into HE-MEN—REAL SPECIMENS OF HANDSOME, MUSCULAR MANHOOD—overflowing with pep, power, vitality! I'll PROVE that, in only 15 minutes a day, I can make YOU a NEW MAN too!

I'LL PROVE What I Say!

I know what it's like to have a body others laugh at. I myself was once a 97-pound weakling—timid, ill-at-ease, ashamed to strip for sports or a swim.

Then I discovered "Dynamic Tension." It changed me from a scrawny "string-bean" into the winner of the title, "THE WORLD'S MOST PERFECTLY DEVELOPED MAN." Since then my "Dynamic Tension" has transformed thousands of other weak, no-muscle men into real Atlas Champions!

What I'll Do For YOU!

Where do YOU want solid, tough LIVE MUSCLE? Are you fat and flabby? Or skinny and gawky? Are you short-winded, sluggish, always tired? I'll give you a sledge-hammer fist and mighty forearm. Add inches to your biceps. Put a coat of muscle straight across your stomach. Change those legs that are "always tired" into mighty, vigorous columns of speed and stamina. You'll begin to know what it feels like to really LIVE!

SEND FOR FREE BOOK

Mail coupon right now. I'll send you a FREE COPY of my famous illustrated book, "Everlasting Health and Strength." In it I talk to you in straight-from-the-shoulder language—show you actual photographs of myself and other fellows who became NEW MEN, my way. You'll read the story of

"Dynamic Tension"—what it has done for others, what I'm ready to PROVE in only 15 minutes a day, it can do for YOU! Send for this book today! AT ONCE! Address me personally. CHARLES ATLAS, Dept. 1L, 115 East 23rd Street, New York 10, N. Y.



Charles Atlas

Holder of title, "The World's Most Perfectly Developed Man."

CHARLES ATLAS, Dept. 1L, 115 East 23rd Street, New York 10, N. Y.

I want the proof that your system of "Dynamic Tension" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name _____
(Please print or write plainly)

Address _____

City _____ Zone No. _____ State _____
(If any)

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