ANOREXIA: GENDER ASPECTS

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Introduction. The problem of anorexia in the modern world worries not only doctors but also society. Today more than 2.5 % of women mostly young people of countries with high living standards are victims of anorexia. Unfortunately, this figure is increasing because of the death rates 20 % because of the disease and absence of effective treatment. **Purpose of the study.** The aim of this work is to study the gender dimensions of the phenomenon of anorexia. **Materials and methods.** Research methods are based on the analysis of sociological studies on anorexia published in the British Journal of Psychiatry. The features of male and female anorexia were studied with the help of such methods as synthesis, analysis and comparison. **Results.** Anorexia is considered as a female disease. In 80 % of cases patients with anorexia are girls aged 12 – 14 years. The other 20 % of patients are women of older age and men. Male anorexia is a problem of a larger scale than it is described in the media. The reason is the failure to recognize the presence of the disease and as a result, the reluctance to seek a qualified medical help. Anorexia is a disease associated with malnutrition. In anorexia observed an abnormal desire to lose weight, an intense fear accompanied by obesity. The patient gets incorrect perception of his image. There are some factors of anorexia:

- social (environmental impact, imitation of "ideal" image);
- biological (genetic and biological predisposition to anorexia);
- psychological (influence of family and domestic conflicts).

Between male and female anorexia there are some differences:

- male anorexia is never an independent disease, but a symptom of another disease progression (female anorexia has an extremely independent nature);
 - male anorexia is hardly visible (more obvious in women cases);
 - treatment of male anorexia is more difficult than the female one.

The report published in 2014 in the British Journal of Psychiatry dealt with the fact that the causes of anorexia can be different: seasonal changes of temperature, sunlight, catarrhal infections or mother's diet during pregnancy, subconscious psychological influence of men who like only slender girls. It is proved that loss of appetite leading to weight loss may indicate serious problems in the internal organs and systems, metabolic diseases, endocrine, genitourinary and gastrointestinal systems. Tumor processes, chronic pain of any origin and nature, incorrect and uncontrolled medication for weight loss lead to physiological exhaustion. Anorexia is a disease. Its treatment is a prerogative of psychiatrists and psychologists. To develop a method of treatment of this disease it is necessary to identify and neutralize the causes of each patient individually, taking into account the problem of gender. XXI century propagate fashion and the ideal of a slim body that needs a diet or even giving up eating. At the present stage of social development it should be carried out a preventive work with young people who are under the influence of communication provocations of "model look" that can later lead to anorexia. A preventive medicine should replicate the effects of anorexia for male and female health.