



Problem Solution Essay

Pole Fitness

For a long time pole fitness has received a backlash in society as a preserve for strip clubs and those in the sex industry. It has been seen as an activity for women who have no morals in society and therefore, when one joins this community it soils their reputation. However, despite the negative image portrayed, pole fitness has come to be accepted as an aerobic exercise that has quite a number of benefits among them weight loss, recreation and gives a boost to mental health. There is need for better advertising of this sport by various fitness clubs so that many people may embrace it and give it a good name in society (Adrienne et al. 115). Given that it is mostly associated with women, it expresses the femininity in women as well as makes them appreciate their sexuality.

Claim: When one participates in pole fitness they are automatically rejected due to its negative reputation.

Pole fitness needs a lot of publicity as a recreational art with health benefits as opposed to exposing the sexual nature of the sport. Media shapes societal thinking and how we perceive things, through advertising it also informs our choices, by defining pole fitness through moral lenses, most people will be able to know more about the art and



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may opt to take it up as a means of recreation or even a weight loss activity (Hanna 217).

Reasons:

1. Pole dancing is a preserve for strip clubs and dungeons.
2. Pole dancing entices people to sex.
3. Pole fitness encourages pervasion and sexual permissiveness in society.
4. Pole fitness is associated with skimpy dressing and 'trashy' women.

Grounds:

Journals, TV programs and magazines that promote pole fitness have helped demystify the myths associated with the sport. Further, pole fitness sessions can be signed up online which make it even easier for people to sign up anonymously in different locations from where they live for fear of being judged and discriminated.

Warrants:



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1. In the past ten years, pole fitness has grown in popularity in the United States and the UK. Reasons being it is being taken alongside other fitness classes such as Yoga and aerobics.
2. The perception of pole fitness has changed over time, from an exotic dance to a liberating spiritual dance.
3. Pole fitness helps boost confidence in women as well as empower women to appreciate themselves as they are.
4. The negative publicity associated with pole fitness is bad as it discourages people who want to take up the art.
5. The health opportunities that pole fitness should be looked into to encourage people to embrace pole fitness as a recreation activity.

Backing: 1. The media is responsible for giving pole fitness a respectable face or sexual objectifying women further depending on how they portray it through their advertisements.

2. Since pole fitness has been a preserve for exotic dancers and commercial sex workers, convincing them otherwise is an uphill task that needs a lot of creativity to hack.



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3. Giving pole fitness enough airplay on our media to change this negative perception.

Claim: Including pole fitness as a recreation activity will destroy its roots and still spreads pervasion.

Although there are calls to include pole fitness in the Olympics since it includes gymnastics and aerobics, pole fitness still remains to be a controversial sport (Atchison, 130). Sports competitions have been trying to create an overhaul of this negative image by introducing strict dress codes and decent clothing. Accreditations for pole instructors are required as well to ensure that they adhere to the code of conduct that is required for the profession.

Reasons:

1. The Pole World Cup brings together pole dancers globally helps in giving a positive face to pole fitness. However, opponents of this program, argue that this is destroying the roots of the art and it is therefore limiting the competitors who can participate in the sport because of the strict rules in dressing and behavior.



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2. Advertising such events online and offline, even on print media and broadcast media, will go a long way in encouraging many people to take up the sport for its recreational benefits.
3. Pole fitness is a sport that has been taken up by women only and often discriminates against men who would wish to take part. Most of them are considered to be homosexuals if they express interest in the same.
4. Using celebrities as brand ambassadors to promote this sport will also go a long way in boosting the image of pole fitness and demystifying myths associated with it.

Grounds:

Magazines, journals, blogs, Television programs and adverts on broadcast media display women doing pole fitness as skimpily dressed and enticing men for sex.

Warrants:

1. Sexual objectification of women by the media has played a crucial role in the negative publicity given for pole dancing.



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2. Generally, advertisements on media have portrayed pole dancing as cheap and 'sexy'. Sexy in the sense that it calls people for random sex, which means that it encourages sexual pervasion and promiscuity in society.
3. Since media has shaped our perceptions for pole fitness, the same can also be reversed if we are to demystify the myths associated with the art and give an overhaul to that image.
4. The patriarchal nature of our society often degrades and discriminates against women mainly due to culture or their general perceptions of women in society.

Backing:

1. Pole fitness presents to us a woman who is strong, bold and confident about her sexuality and is not bowed down by societal perceptions.
2. Women also empower each other during other during this pole fitness sessions and this is very beneficial.
3. The fact that the sessions are strictly for heterosexual women only, is proof that this is a moral regime in place to govern behavior. This has promoted pole fitness as gendered leisure activity.



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4. Sex positive capitalism which is what media thrives on, has seen the use of women being used as sex objects on adverts to push brands portrays the female image in bad light, and therefore trying to convince the society that pole dancing which is a preserve for women to show their sexiness, is an uphill task which is almost impossible.

Conclusion of Rebuttal

Deciding whether pole fitness is sexually perverse or not is a prerogative of a person, since matters ethics and morality are relative. However, people are still laid back in embracing pole fitness as a sport as they fear the repercussions of being judged by their family and fears. The fear of losing their moral standing in society is a fear that many are not bold enough to confront. However, for those who know about the benefits of this art have gone out of their way and enrolled for pole fitness.

The benefits of pole fitness far outweigh the negative publicity that has been given for this art. Pole fitness is liberating and communicates with our inner-self; it is for this reason that those with mental health issues use it as a self-care activity. The media has pushed forth stereotypical thinking that has pushed the male chauvinism even further.



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Last but not least, the use of pole fitness to push sales for brands through sexual positive capitalism is what is killing this art. It is evident that pole fitness is a noble art that needs positive publicity to clean it up. It has the potential to change the lives of many. This situation can be changed through positive advertising of pole fitness.

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