

Television Representation of Lebanese Women and Its Relation to Women Body Image- Case Study: The Sisters

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Abstract

This research aims to assess how TV represents women in Lebanon. The objective is to analyze the behavior of “The Sisters”, the first reality TV show aired in Lebanon. This research intends to show how woman is represented by TV and how it shapes the representation, the behavior and performance of Lebanese women. This paper follows a qualitative content that facilitate the placement of the dialogue. The results of the research show that TV is representing women negatively in Lebanon.

Keywords: women’s representation; body image, TV, shopping, diet, pictures, Instagram.

Chapter 1

Introduction

1.1 -Background of the Research

When the first “The Sisters” promotion clip started to air on LBCI (Lebanese Broadcasting Corporation International) in February 2015, I was very excited. “The sisters” is a Lebanese version of the American reality TV series “Keeping up with the Kardashians” that portray the life of three sisters (Alice, Nadine and Farah Abdelaziz) who are very thin, tall, with big eyes and dark hair. The three sisters stated that they are huge fans of Kim, Khloe and Kourtney, who used their reality TV series to become famous (Newton, 2015). The three sisters are known for modeling and posting pictures of themselves on Instagram. They have thousands of followers on social media accounts (Alice: 557K followers, Farah: 477K followers, Nadine: 463K followers). They explained that their show has the same concept but different content than “Keeping up with the Kardashian” because Lebanon is an Arabic country and its culture is different than American culture.

The idea of a Lebanese reality television show which concerns itself with three women generated diverse opinions in Lebanon. An article published by English-written newspaper, NPR, questioned whether people agreed with the representation of women in this show. What has also been noticed is the hatred towards this TV series, where people stated that this show is an insult to Lebanese women intelligence since it only focuses on makeup, selfie, diet and shopping (Fordham, 2015).

Therefore, this research aims to assess how women are represented on The Sisters. The body of literature of this research will address three main points: 1) the use of women by TV as a mean to influence women perceptions towards their body; 2) the perfect body image which takes place within a reality show, in this case, The Sisters; 3) the sister’s acts that encourage women and young girls to behave accordingly.

LBCI, through the Sisters, created a unified idea about Lebanese women who have to be very thin in order to be successful in life. Generally, media has such control over our body image which creates a stereotype that it becomes accepted by the general public opinion, specifically women.

The importance of conducting this research is that it allows for a better understanding of the relationship between TV show and representation of women in Lebanon.

Body image is a person’s attitude towards his own body (Cash, 2015). In other words, it means how you see, look and think about yourself as well as how you think others recognize you. In fact, many factors can influence the body image, such as: family or friends, celebrities, social media, advertising, and cultural background, but the main influencer is media. Media has a hold upon unhealthy body image. When a person compares his body to the daily pictures bombarded by media, he will certainly feel bad about his body (Cash, 2015).

Throughout the years, the body image has changed progressively (Sparhawk, 2015). In 1910, the perfect body image was based on a round and small waist. In 1920, it has changed to a flat body like an arrow. In 1930-1940, the curves were considered as the perfect body image. In 1950, the hourglass look was seen as the perfect body. In 1970, being thin was ideal as it was introduced by the Actress Farrah Fawcett leading women to take diet pills and starve themselves. The 1980's reflected the era of supermodels like Naomi Campbell; women were expected to be fit and tall. Visible abs and athletic body was the perfect body image during the 2000's. Nowadays, big lips and butt, long legs, small feet, small waist and visible abs are considered as perfect body shape (Sparhawk, 2015). Media shows the perfect body image on TV commercials, advertisements, movies and social media platforms including Facebook, Instagram, YouTube etc.

The majority of media emphasize on the physical, outside attributes of women (body shape, muscle tone, makeup and hair, nails, clothing, etc.) and rarely mentions the importance of other characteristics such as being funny, smart and other attributes that have nothing to do with women's outside figure (Sparhawk, 2015).

Social pressure to have a perfect body is experienced by many women and young girls. Everyone should have a perfect body disregarding how to achieve this goal. The American Anorexia and Bulimia Association states that 1000 American women die of anorexia each year and that the second fatality rate is related to people with eating disorders. This study reflects the seriousness of this issue especially when it comes to young girls who are nowadays influenced in particular by social media platforms such as Instagram and Facebook etc.

1.2- Statement of the Problem

Images of women perfect body shape and type can be found almost anywhere. They can be seen on billboards, magazines, in TV commercials and social media ads. These images can affect women's and girls' mentality negatively since they start adopting unhealthy decisions to reach the ideal shape. Such decisions may include strict diets, dieting pills, excessive exercise and in extreme cases; eating disorders. Nowadays, some people also take the decision of undergoing surgeries such as "bypass" and "sleeve" to lose weight not taking into consideration the effects of such surgeries in the short and long term.

1.3- Significance of the Study

This research shows the role of media especially TV when it comes to the representation of women and the effects of such images on women as well as teenagers. It is dedicated to give an overview about the wrong and misunderstandings of this generation when it comes to their body especially since we are living in an era where most people prioritize the appearance instead of personality.

The research will show the importance of teaching our children the fact that beauty comes in different shapes and sizes with no standards, highlighting the fact that people can be attractive the way they are.

1.4- Research Question and Research Plan

In this research, a description of the reality TV show "The Sisters" aired on LBCI, and its role in tackling the issue of women body image and making the topic a national one, gathering the attention of most Lebanese people, in order to initiate complete awareness toward a healthy body image. An emphasis will be made of the various behaviors done by the sisters in order to achieve a proper investigation of the story.

Chapter 2

Literature Review

Many studies revealed that women are affected by what is displayed by media, especially TV. The following theories will shed the light on various studies related to media and body image.

2.1- Female Body Image in Mass Media

Many definitions were applied to body image. Cash & Pruzinsky (1990) defined body image as a person's feelings and thoughts about their body including appearance, age, race, functions, and sexuality. The Body image depends on how the individual interprets herself or himself. "How a person perceives their body is how they perceive themselves" (Cash & Pruzinsky, 1990).

The body image has changed over time. Cash & Pruzinsky (1990) stated that watching movies or television can change the person's body image by influencing them to think about their weight, attractiveness, or appearance.

When the feeling about a person's own body gets severe, it may lead to several disorders, including body dysmorphic disorder, anorexia and bulimia nervosa.

A negative body image can also lead to anxiety, depression, lowered self-esteem, sexual dissatisfaction. The relationship between marketing body image is a subject of a huge debate and could have a negative impact eventually on people especially women. According to Harrison & Cantor (1997), fashion industries spend millions of dollars to promote beauty products on media in order to convince women to think about fashion and their body image rather than thinking about political and social issues. The cosmetics markets are witnessing a high rate of consumption of beauty products and women are spending huge amount of money on plastic surgeries to change their physical appearance.

The body image turned to be a multibillion dollar economy project that increases the interests of economy and business and lowers women's self-esteem. The marketing business and the fashion industries have the main interest in spreading the pictures of women's with perfect body. They depend on celebrities to promote their products in order to influence women to buy clothes and cosmetics. They consider sponsorship as an effective tool in promoting the brands and keeping the business running.

According to Anorexia and Bulimia Association (2003), the advertisers believe that the thin models will sell their products. Alexandra Shulman, The editor of British magazine Vogue, accused both advertisers and the fashion designers of using Photoshop to retouch the pictures of the models with perfect body to maximize their interests. For years, media has been influencing society in different ways. It decides what the public has to see and how information must be portrayed. Women with a perfect body are always presented in media especially TV and such women, are shown to be always happy and successful. Some women are affected negatively by constantly being bombarded with such images which leads them to choose surgeries, drastic dieting, and disordered eating as solutions to being accepted in society.

In order to take part in society it is believed that a person must follow many beauty standards regardless of the means and ways for maintaining them. Fashionista are seen as beauty icons and women tend to imitate them without drawing attention to the fact that those celebrities have people taking care of their looks (personal stylists, makeup artists, hairdressers etc) before they appear on TV screens. Women, especially teenagers, are asking themselves the question: "Why don't I look like models I see on TV?" The fact is that even those celebrities and models don't look like how they are portrayed in media.

Women with a negative body image experience negative feelings about themselves. Cash et al. (1997) found that only few women are satisfied with their bodies and many other women suffer from negative feelings which affect their daily life.

Stice & Shaw (1994) found that being highly exposed to media images lead women to feel unhappy, shameful, guilty, depressed and stressed, which in turn led to a decrease in their self-confidence. Media images can make them feel worse about their size, the color of their skin, or other physical features.

Media always show that being beautiful has social benefits and advantages. They "promote" this concept in a direct and indirect way. Women start to believe what the media tells them, thus increasing their negative body image. In addition to that, media is transforming women's bodies into objects.

According to Harrison, media figures are often viewed as the example of social desirability and success. Their weights, body shape and beauty are often associated with their success in life (Harrison, 2000). Media is promoting the thin-ideal that refers to the fitness and fashion female icons which are represented as beautiful, successful and desirable.

In fact, women who feel dissatisfied with their bodies may feel unsatisfied when being exposed to social situations. They tend to improve their body image in order to integrate more in society.

2.2- Relation Between Cultivation Theory and Body Image:

The cultivation theory is when people are taught to believe that everything they watch on TV is true. Being easy to access and understand, people who regularly watch TV tend to see the world as portrayed on television. They might even start to believe that the world is a scary and dangerous place and they shouldn't trust anyone. George Gerbner (a professor of communication) and Larry Gross (screenwriter, producer, and director) considered that the more a person was exposed to mass media messages, the more he tends to consider every media message as real and valid. Media has the ability to influence the individual's perceptions in many social matters, including the body image.

According to Shrum, cultivation theory often reinforces people attitudes. The more “thin ideal” images women observe, the more reinforced these images become. In addition, the positive connotations that are related to the thin ideal will become more accessible, which increases the importance of maintain thin body shape. These connotations may serve to impose social attitudes regarding women weight- being overweight is bad while thin is good. Viewer’s attitudes will be strengthened if they are exposed to TV programs that reflect their existing beliefs (Shrum, 2009).

According to Kristin, the resonance component within the cultivation theory is how a person life experience influences how they view the TV show being watched. The media messages are more likely to have an effect on people, if their life experiences are similar to the media content that they are watching (Shrum&Bischak, 2001). TV shows have tried to persuade women to believe that thin and fit body is the key characteristics of a beautiful woman. Thus, if a woman is not a size 2, she will have to bear with the fear of stares, laughs and other forms of judgments (Watson, 2016).

The direct experiences that are exposed on Television enter in the viewer’s mind, which make them more accessible. When the viewer directly observe a positive connotation with being underweight and also observe this situation on TV, resonance factor may cause the connotation to be retrieved during judgment regarding body shape.

2.3 Feminism Theory in Relation to Body Image:

Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999 stated that the perfect body image affect women’s lives in many ways. The perfect body image can be seen everywhere (magazines, television, advertisements). These images tell women indirectly how they should look like.

The feminist movements of 1960’s and 1970’s have worked to fight the notion that supports the fact that women should constantly improve their bodies. These images serve to put pressure on women; they increase women’s feelings of anxiety and shame. Women’s bodies are objectified and continuously evaluated by society’s norms which lead women to start judging themselves.

These ideal body images carry many basic American values. Since it is an individualistic country, its values range from self-help, hard work to self-control. Therefore, if women work hard enough at exercising and dieting then anything will be easy to be accomplished. Women believe that if they work to get a perfect body, they will succeed in their personal and professional life.

According to Thompson, Heinberg, Altabe, & Tantleff-Dunn, media transmit the perfect body image for women (Fisher, Dunn, & Thompson, 2002). The perfect body image is creating societal problems to women who need to be thin in order to get good professional and personal status in their life. This fact is supported by many famous women who are below the normal weight and above the height ratios (Wiseman, Gray, Mosimann, & Ahrens, 1992).

2.4 Ideology and Body Image

Several factors affect how people perceive their or each other’s body image. These considerations come from different backgrounds some of which a person can get rid of while others stay rooted and appear in the way he thinks, acts, behaves and looks at things.

Religion is considered to be a major factor. Most religions, especially divine religions, call upon people not to sanctify the body and focus on internal matters rather than mortal matters.

Do not let your adorning be external—the braiding of hair and the putting on of gold jewelry, or the clothing you wear— but let your adorning be the hidden person of the heart with the imperishable beauty of a gentle and quiet spirit, which in God’s sight is very precious. (The Bible - Peter 3:3-4)

O prophet! Tell thy wives and daughters and the believing women that they should cast their outer garments over their persons. That is most convenient that they should be known and not molested. (The Quran, Chapter 24, Verse 30-31)

This results in some people being more preservative when it comes to showing or accepting women who show their bodies. They link it to religion considering it often as a sin. Another major factor is society. Whether we talk about family, school, university, or culture; they all have a leading role in how people think and view things. Young children see their parents as ideal people; they teach them what is right and what is wrong. They also spend a long period of their lives going to school and university.

When they grow up they start comparing and realizing that what was easy or hard to imply years ago have changed. Although, by becoming mature, they can differentiate such things by themselves, but many concepts and beliefs won't change. They grew up to think, talk, and act in a certain way. When it comes to body image, how people were raised have everything to do with how they see their body, whether they accept it or not, how they see women's bodies, how they look at it, the respect they show when it comes to this matter etc..

2.5 Internal Influences – Self-Esteem

A person's personal way of thinking can also play a major role in how she perceives other people's body image. On one hand, if a person is pleased with himself, he reflects his inner peace and contentment to other people around him. He looks to others in a respectful way and accept other people's way of thinking and beliefs keeping in mind that not all people are the same.

On the other hand, if a person is unsatisfied he won't be able to treat people kindly, he won't accept them. She will start looking at women showing their bodies as provocative people, leading her to suffer from many crashes on a personal and social aspect.

In addition, self-esteem is an important factor that should be considered when examining body dissatisfaction. Self-esteem is a reflection of the opinion others hold of you (Mead, 1934). As stated earlier, thinness is often presented positively in media, while being overweight is presented negatively. Thus, when people are overweight, the negative opinion that others hold of them might affect their self-esteem (Mead, 1934). Overweight women are at risk of being perceived in a negative way, which may lower their self-esteem.

Body mass index (BMI) is the height/weight index used to categorize people into underweight, normal, overweight and obese people. It is often related to self-esteem. Women with higher BMI are more likely to have low level of self-esteem and high level of body dissatisfaction. They may devalue themselves because they don't meet the social standards of acceptable weight. Thus, body dissatisfaction can have a strong association with low self-esteem if women are comparing themselves to thin body portrayed in media.

2.6- Social Comparison and Body Image

According to William & Kristen, social comparison theory offers a useful perspective on how body dissatisfaction is associated with weight and internalization thin ideal images (Kinnally&Vonderen, 2012).

It proposes that people always evaluate themselves, and compare themselves to others (Festinger, 1954). Festinger stated that there are two types of social comparisons-upward and downward. Upward comparison occur when a person compare himself to someone else and find himself to be lacking. Downward comparison is when a person compares himself to someone else, and finds the other person to be lacking (Festinger, 1954).

According to Tiggemann and Slater, the process of exposure to media images induces negative effects. Body dissatisfaction can occur when women compare themselves to thin media images while evaluating their own beauty, and cannot match what is physically portrayed (Tiggemann & Slater, 2002). Upward comparison often occurs when women, who are heavy viewers of TV, compare themselves to the thin actresses and models. Thus, these images become more accessible and internalized, resulting in greater body dissatisfaction (Bailey & Ricciardelli, 2010).

Leon Festinger (social psychologist) said that when women compare themselves to other women with perfect body, they accept the characteristics of the perfect body image and strive to achieve it (Feminism, 2015).

He also added that when women adapt to the socio cultural standards of the perfect body they decrease their levels of body satisfaction. This link between social comparison and negative body image is enhanced with the appearance of models and celebrities with perfect body in the media.

Media is reinforcing the norms of how women should look like; the repeated images of thin females on media make these bodies images become the standard of attractiveness. According to Festinger, social comparison of the perfect body image starts from the age of puberty. The appearance-related social comparison is associated with the puberty period where young girls are taught to take care of their body in order to have a good self-esteem. Young girls want to be accepted and supported by their friends and classmates so they are pressured by peers to conform to appearance expectations (Kraye, Ingledeu& Iphofen, 2007).

2.7 Conclusion of the Studies Above

All theories mentioned reveal that women are being exposed frequently to media images of the perfect body and are affected by these images. The ideal image of women has a negative impact on how women perceive themselves. Women develop a disappointment of the way they look and displeasure when it comes to physical appearance. As a conclusion, the perfect body images lead women to become dissatisfied with the way they look and the way the society looks at them.

Chapter 3

Methodology

The reason of this research is to shed the light on how the reality TV show “The Sisters” aired on Lebanese local channel covered the life of the three sisters, and how they influenced women perception of their body image. This chapter will consist of one methodology that focuses on the study of the show.

In this methodology, we will go through (1) the research approach (2) sampling (3) the instrument used and (4) the procedure.

3.1- Research Approach

The Sisters is a unique reality television program in Lebanon since it has not yet been studied by Lebanese academia. This research allows for exploratory method such as content analysis which is guided by a case study research approach. Content analysis aims to investigate the significances behind a recorded communication. It is a systematic way of looking into images and texts in order to understand its meaning. According to Babbie, content analysis is “the study of recorded human communications, which transform raw data into a standardized form” (Babbie, 2001, p. 304; 309). Many of the theories used are Western based so this study uses almost an ethnographic approach.

My approach will be based on a qualitative social aspect; the reality TV show “The Sisters” will highlight how TV is representing women and its relation to their body image. This case study will support my research by adding proofs on how Lebanese TV shows are representing women body image. The goal of this research is to critically analyze the conversation between the sisters and their friends and examine how women are represented within the dialogues.

3.2- Sampling

In looking at the words used in “The Sisters”, the actions and reactions, allows for an understanding of how the variables of body image, portrayal and performance take place. For the purpose and limitations of this research, fifteen out of sixteen episodes were chosen to be analyzed: episodes 1 to 15. This research is able to analyze the entire season 1. In order to facilitate the analysis, all the episodes were transcribed from Arabic to English. The episodes were taken in full from the YouTube Channel of LBCI.

The attitudes of the sisters are analyzed in each episode thus this research will analyze certain characterization of female stereotypes and how they appear on the TV show.

Time scale

The TV show was aired on LBCI from February till June 2015. The study will cover the first season, which is equivalent to 16 episodes.

3.3- Instrumentation

Population

The included population is the related episodes to the topic selected out of the 16 episodes of the reality TV show aired on Lebanese local channel LBCI in year 2015.

3.4- Procedure

In each episode I will be:

- Screening all the episodes of the whole season.
- Selecting the scenes that portray TV representation of women.
- Critically study the cases, through the content analysis of all the materials related to the topic.
- The following is the only reality TV show that was published to the public in 2015.

Chapter 4

Discussion and Findings

In this section I aim to discuss the findings of the content analysis and link it back to the literature review in Chapter 2. I will discuss the scenes in each episode which allows further observation of the TV show. Overall, the results of the analysis showed that, women are always on a diet, want professional stylist to take care of their look, think only about shopping and taking pictures in order to post them on social media accounts. These characters are set from the very first episode and are carried through until the last episode.

• Episode 1

In the first episode of *The Sisters*, Nadine Abdelaziz spends her morning till afternoon exercising at the gym. She is wearing a tight black leggings, an orange sport bra, a black sweatshirt and pink running shoes. The coach came to help her once he saw how much she is tired while doing shoulder exercises. She stated that: (APPENDIX A-*The Sisters*, Episode 1)

Nadine Abdelaziz: Since I am a model, I am very concerned to be in shape. I am in the gym from early morning.

Coach: Are you coming every day to the gym?

Nadine: Yes, every single day. I have a fashion show in Milan, so I have been hitting the gym from two weeks since early morning till afternoon.

Coach: 4 times a week is enough for you. You don't need to come more than that.

Nadine: I always want to be in shape because I have to meet specific measurement and I don't want to gain 1 extra kilo.

Coach: But you are already in a good shape, perfect shape.

Nadine: Thank you so much. I am not eating anything at all.

Coach: Why?

Nadine: I don't want to eat because of the fashion show.

Coach: You have to eat; you can also have a cheat meal once a week. Respect the quantity of the food as well as the quality.

Nadine: I only smell food, I don't eat it. I only eat salad and soup.

Coach: You have to eat something, otherwise you won't have energy.

Nadine: I will have a cheat meal on Sunday but only after the fashion show.

Coach: You have to eat carbohydrates in order to have energy.

Nadine: You are right but I don't have appetite.

What is important to note here is that Nadine does not see what is wrong with the way she is exercising and eating, even if the coach have told her that she doesn't have to exercise every single day because she is already in a good shape. The coach insisted that she must eat a balanced diet rich in carbohydrates and protein in order to boost her energy, but she refused since she is only eating salad and soup. Also, Nadine statement show that she is following a very strict diet since she have to meet specific measurement that are unattainable unless she don't eat anything at all. In the dialogue, she mentioned four times that she is not eating well in order to not gain one extra kilos.

This scene is related to feminism theory that is fighting the notion that women don't succeed in life unless they meet specific criteria in terms of appearance. This scene serves to put pressure on women who should constantly improve their bodies in order to have a successful career and be recognizable in society. Daily exercises for long period of time are harmful because the body must rest in order to build itself back up. In addition, eating only salad and soups leads to imbalanced nutrition. According to Schuna, salad and soup doesn't make a balanced meal. Protein and carbohydrates are necessary for energy and building healthy cells as well as new lean muscle tissue (Schuna, n.d).

In the second scene of the first episode, we see Alice wearing a black skirt, denim shirt and black high heel boot while Farah is wearing a black dress, brown high heel and leather jacket. The girls are wearing full makeup with brushed wavy hair. They are doing a photo session in Beirut Souks in order to post their latest outfit on Alice Instagram blog "Style in Beirut" that have 547,000 followers. After ending the photo session, Alice posted Farah picture on her blog without telling her which makes Farah angry (APPENDIX A-Episode 1, *The Sisters*).

Farah: How come you post my picture without telling me? Why did you choose the ugliest picture? It is impossible! You only wrote a thumb up in the description but you write gorgeous, fabulous, and stunning for other girls. I am your sister.

Alice: What do you want me to write?

Farah: Write wow, anything special like my photo.

Self-esteem is applied in this scene since it is related to the reflection of the opinion others hold of you. Farah was very disappointed when she saw that her sister only wrote a thumb-up in the description section of her picture posted on Instagram while she described other girls with stunning, fabulous and gorgeous. Farah behaved like she is depending on the Instagram description to praise her appearance, which is an example of low self-esteem. She devalued herself because she cares about Instagram description and compares her description with others. In addition, she told her sister to remove the emoji and praise her with a special description. Therefore, Farah behavior showed that women care about their description in Instagram post which is related directly to their value in life.

In the third scene of the first episode, the sisters went with their friend Yasmine to buy home ingredients. Yasmine mentioned that this was the first time she enters to a healthy section in the supermarket; the girls added that they always buy their light ingredients from it (APPENDIX A-Episode 1, The Sisters).

Yasmine: This is the first time I enter to the healthy section in the supermarket.

Nadine: Really? I buy my breakfast ingredients from here.

Farah: Please, bring me light crackers and light yogurt, as well as oat meal and baking powder for the cake.

This section is related to feminism theory since women must work hard enough at dieting in order to accomplish their goals. They must go to healthy and fitness section to buy their food products in order to maintain their weight. They must sacrifice eating full fat products which are nutritious but are high in calories.

In the first scene of the second episode, Alice is in her bedroom (APPENDIX B-Episode 2, the sisters).

Alice: When I wake up the first thing I do is to check my Instagram page to see the comments at my blog “style in Beirut” to stay close to my followers in an attempt to increase them. Every day I search all my wardrobe and I don’t know what to wear. (She is standing in front of the mirror with a huge pile of clothes on the bed).

In this scene, Alice is describing how much Instagram is important in her life. She dedicates time to respond to her follower’s messages and comments in an attempt to increase them. The following episodes will prove how much Alice spends time thinking about Instagram or planning how to use her blog. As for the sisters, Instagram is a priority.

In the second episode of The Sisters, Alice went to drink coffee with Adham, who buys clothes and sell them online (APPENDIX B-Episode 2, the sisters).

Adham: Hi, Alice. Wow, Alice your dress is amazing.

Alice: It is from the Kript

Adham: What is new? How was Paris?

Alice: Guess what, when I was walking in Paris Street, one young girl came and asked me if I am the blogger of Style in Beirut. Wow, I was shocked to know how famous my blog is.

Adham: Yes, blogs are worldwide, it is good.

Self-esteem is applied in this scene since Alice is happy to see how famous her Instagram blog is. She values herself because she meets the social standards of acceptable physical appearance. She seems very happy when Adham praise her look and style. She replied by mentioning the name of the brand that she is wearing. In addition, she was very proud when she mentioned that her Instagram blog is famous. Thus, high self-esteem can have a strong association with high number of followers on Instagram which increase women importance in society.

In the fourth scene of the second episode, the girls went to Faraya, a ski mountain in Lebanon, to spend the day with their friends. Instead of enjoying the snow and the nature, Alice forced her sisters and her friend to make a photo session with her private photographer Mohammad (APPENDIX B-Episode 2, the sisters).

Alice: My day has started with the photographer Mohammad. I am waiting for my sisters to come. I think that we will have so much fun. Mohammad is a very talented photographer, his pictures are awesome. I am sure that my sisters will love the photos.

Alice: Mohammad, take pictures of me while I am doing ski. Make them spontaneous. Make the photo session perfect because I can't do it again.

Farah: Mahmoud I came here to learn how to ski but most important to take good photos.

Alice: Take a picture of me while I am falling in the snow.

As we can see, the sisters booked a professional photography session to take photos in the snow. In general, people invest in at least one ski or snowboard lesson and spend some time together as family while taking some photos for memory. In this scene, the sisters went to the mountain just to take photos with a professional photographer to post the outfit picture on Instagram. Alice dialogue with Mahmoud proves that she only cares about the pictures without really enjoying the moment.

Stephanie (the sister's friend): Please, Mahmoud don't take pictures of me.

Alice: I can't believe that there is girl that doesn't like to take pictures. I have an outfit and I need someone to wear it in order to take pictures and post them on Instagram. I think that you should wear it. It will look amazing.

Stephanie: I hate photoshoot.

Alice: I will make full makeup for you, you will wear my outfit and I will let Mahmoud take photos.

Farah: Please Stephanie accept and take photos, otherwise Alice won't let us have fun.

Stephanie (After the photo session): Alice, show me the pictures. Delete them all, look at my legs. I look fat. Don't post them on your blog.

Alice: No, look at them. They are nice.

Stephanie: No, the outfit is very nice but my body isn't.

Social comparison theory is applied in this scene since Stephanie evaluated and compared her body to the sister's body. In this case, it is upward comparison because Stephanie compared herself to Alice and Farah and found herself to be lacking. Stephanie doesn't like to take pictures of her because she is not satisfied with her body. She was very upset when she saw the pictures and asked the photographer to delete them all because her legs look fat. Stephanie compared herself to the thin sisters which resulted in greater body dissatisfaction.

In the fourth scene of the third episode, Ghana, the nail artist, came to the sister's house in order to take care of their look (APPENDIX C-Episode 3, the sisters)

Nadine (in bed): Farah did her nails?

Ghana: No, she told me to come to your room.

Nadine: It is weird. Farah never neglected her appearance. I don't think that there is something wrong in me. I know that no one is perfect. Thanks God, I am perfect.

Self-esteem is applied in this section since it is a reflection of the opinion others hold of you. Wherever she goes, people describe Nadine with Gorgeous, stunning, beautiful. They praise her body and her beautiful face. Thus, the positive opinion that others hold of her might affect her self-esteem. Nadine values herself because she meets the social standards of acceptable physical appearance. She also has pictures of herself all around her bedroom walls.

In the fifth scene of the third episode, Jana, a fashion designer, designed a dress especially for Alice (APPENDIX C-Episode 3, the sisters)

Jana (Alice friend, a fashion designer): I have drawn this dress especially for you.

Alice: Wow, it is so me.

Jana: Yes, I draw it for you since you have a small waist.

Alice: You can say that I don't have a waist (joking). You should draw a line to represent my waist. Raghida (Alice friend, a lawyer), you should wear my outfit and I will take photos for you and post them on my blog.

Raghida: No, I am not professional.

Alice: So what?

Raghida: Okay, so I don't have to eat for a couple of days.

Alice: There are many girls who don't eat in order to be thin.

Raghida: Yes, I heard that you are accused of being anorexic. I saw these comments on Instagram.

Alice: Yes, they accuse us of promoting anorexia. What does this happen with me? We are thin by nature. Social comparison theory is applied in this scene since Raghida evaluated and compared her body to Alice body. In this case, it is upward comparison because Raghida compared herself to Alice and found herself to be lacking. Raghida weigh more than Alice, she think that she is not qualified to dress and post the pictures on the Instagram Blog. She even stated that she won't eat for a couple of days in order to look good in the pictures.

Self-esteem is related to Jana's comments on Alice waist when she stated that she made this dress especially for her since she has a small waist. Alice loved Jana comment; she seemed happy and satisfied with her body. She told her that she should draw a line to represent her waist which make her proud of her thin body and her very small waist. Thus, the positive opinion that others hold of her body affect her self-esteem.

Ideology is applied in this section since Alice stated that there are girls who don't eat in order to be thin. Raghida told her that they are accused of promoting anorexia nervosa on Instagram but Alice denied by stating that they are thin by nature. Ideology is related to the fact that several factors affect how people perceive their or each other's body image. In this scene, Alice cannot get rid of her considerations since they are rooted and appear in the way she thinks, acts, behaves and looks at things.

In the sixth scene, the girls are having dinner with their friend, Stephanie, at a sushi restaurant (APPENIDX C-Episode 3, the sisters).

Alice: Wow. Hey, Nadine and Farah, you came.

Nadine: Did you order my dish?

Alice: Yes, salmon without mayonnaise. I know that you don't eat mayonnaise.

Nadine: Yes, without mayonnaise. I don't eat it.

This section is related to feminism theory since women must work hard enough at dieting in order to accomplish their goals. Nadine's dinner is one salmon slice without mayonnaise since it is a dressing full of fat (100 calories per tablespoon) (Dolson, 2018). She must eat only healthy food to maintain her weight. She must sacrifice eating full fat products which are high in calories.

In the fourth scene of the fourth episode, Alice is doing a photo session with Jihane, a fashion designer.

Alice: I don't think that this pink outfit will fit into Nadine. She has been eating recently too much.

Jihane: Alice I made you a dress for your birthday.

Alice: Wow, I can't believe it you made me a dress.

Jihane: The makeup and hair professional are waiting for you. After you finish, wear the dress and take pictures while holding these balloons. I hope that these balloons won't make you fly because you have lost weight.

Alice: Yes. I lost weight. I think this is because of my work.

Social comparison theory is applied in this scene since Alice evaluated and compared her body to Nadine's body. In this scene, it is downward comparison because Alice compared herself to Nadine and found her sister to be lacking. According to Alice's opinion, Nadine weigh more than her, she think that Nadine is not qualified to wear the pink outfit since she is eating more recently. In addition, Jihane described Alice weight like the balloons weight which shows how much Alice is thin. Alice stated that she lost additional weight because of her work which is related to feminism theory. Women don't succeed in life unless they meet specific criteria in terms of appearance.

In the first scene of the fifth episode, Farah is exercising with a personal trainer in nature (APPENDIX E-Episode 5, The sisters).

Personal trainer: You have a very nice body

Farah: I want to improve it. I want to become a TV presenter and I heard that the camera makes you gain 5 kilos. I want to be in good shape. I will focus on my training and makes sure not to eat any fatty food.

This scene is related to feminism theory that is fighting the notion that women don't succeed in life unless they meet specific criteria in terms of appearance. Since Farah want to become a TV presenter, she is afraid of looking fat in front of the camera despite the fact that she is already very thin and underweight. This scene serves to put pressure on women who should constantly improve their bodies in order to have a successful career, in this scene to become a TV presenter, and be recognizable in society. Instead of improving her written, oral communication and presentation skills, Farah is working on her appearance. Farah is promoting the fact that having a nice body is what is important in order to be accepted in a job.

In the third scene of the fifth episode, Alice and Nadine are discussing their opinion concerning Farah career in the living room (APPENIDX E-Episode 3, The sisters).

Alice: I can't believe that Farah decided to become a TV presenter.

Nadine: I don't think that she will succeed.

Alice: Why not. You should motivate her.

Nadine: She has beauty but nothing else. She isn't fluent in neither Arabic nor English. She doesn't know how to talk.

Alice: I booked the hairdresser and makeup artist to make her look amazing in the casting. Of course, they will accept her.

This scene is related to feminism theory that is fighting the notion that women don't succeed in life unless they meet specific criteria in terms of appearance. According to Alice, Farah will definitely be accepted in the casting because she has a nice body and face. She booked hairdresser and makeup artist for Farah casting. Once again, we see the physical appearance (the hair, the makeup, the body) are key components to have a professional career.

In the first scene of the sixth episode, Farah went to Antony Rizk, a life coach, in order to guide her in her life (APPENDIX F- Episode 6, the sisters).

Life coach: What did you do this week?

Farah: I did many things. I was very busy. I went to the casting of TV Presenter but I failed. I think that the director didn't like me. I yelled at him and left the casting.

Life coach: How did you go without training?

Farah: Because I am pretty (little pause) and intelligent also.

Life coach: What about modesty? You should not do any move without preparation.

In this scene, the life coach was shocked when he knew that Farah went to the casting without training. She didn't work on the skills of becoming a TV presenter (oral, writing and presentation skills), she only went to professional stylist to work on her appearance (hair and makeup). Farah stated that she is pretty and intelligent also which are the key components to succeed in the casting. Farah has a high self-esteem since people always praise her beautiful body and face. She thinks that her beauty is the key of success. The life coach told her that she should be modest and that preparation is the key to succeed in any move.

In the third scene of the sixth episode, the sisters are having breakfast at the balcony (APPENDIX F-Episode 6, the sisters).

Farah: I prepared the breakfast. Come

Alice: What did you prepare?

Farah: 1 turkey slice with 1 tomato and 1 cucumber

Nadine: Guess what, I have a photo shoot today with the Lebanese designer Moe Shour. I will present the first look of his collection. There will be professional makeup and hair designers for the photo session.

In this scene, the sisters are having breakfast 1 turkey slice, 1 cucumber, and 1 tomato. This is an example of a poor balanced breakfast. A balanced diet should include at least three out of the five food groups which are whole grain breads and cereals, dairy products and fruits. Breakfast is considered as the most important meal of the day because it fuels the body with energy (Zelman, n.d). This scene is related to the notion that women don't succeed in their life unless they meet specific criteria in terms of appearance.

In the fourth scene of the sixth episode, Nadine and Farah are talking in the living room (APPENDIX F-Episode 6, the sisters).

Nadine: What do you want to eat?

Farah: Pizza

Nadine: Do you want to have a cheat meal today?

Farah: Yes, why not. Just this time.

Nadine: No, no. Don't

In this scene, Nadine forbids Farah to eat a cheat meal despite the fact that her coach told her that it is possible to have a cheat meal once a week. This section proves that women must follow many beauty standards regardless of the means and ways for maintaining them in order to maintain their position in life. Finally, women don't succeed in life unless they meet specific criteria in terms of appearance.

In the first episode of the Episode 7, Alice is cleaning the house while her married sister Diana came (APPENDIX G, Episode 7, The sisters).

Diana (the older sister): What are you doing?

Alice: I am cleaning the house because there is no maid.

Diana: Good. Where are your sisters?

Alice: They are sleeping. I wanted to clean the house to make sports and lose some calories.

Women continue to be presented as obsessed with diet and calories. As we can see, the conversation of diet and exercise takes place very often. Alice is cleaning the house in an attempt to exercise and lose some calories. She is very concerned to stay fit.

In the second scene of the Episode 7, Alice and Nadine went to the supermarket to buy some food (APPENDIX G-Episode 7, The sisters).

Alice: Nadine, where are you. I have been searching the whole supermarket.

Nadine: I came here to eat. I am hungry. I ordered one crispy salmon.

Alice: Why you didn't tell me. I have been searching for you.

Nadine: My pressure dropped. I wanted to eat something.

In this scene, Nadine is eating one crispy salmon because her pressure dropped. According to Renita, nutrients are essential for human wellbeing and health. A minor deficiency in any of the essential body nutrients can cause complications which in turn can cause low blood pressure (Pinto, 2013). Throughout the episodes, Nadine only has turkey, cucumber and tomato for breakfast, salmon or steak for lunch and dinner along with salad. She follows a strict diet that is causing her health problems. According to Kerri-An, fat is an essential part of a human diet that the body require in order to help prevent diseases (Jennings, n.d).

In the third scene of the Episode 7, Farah and Diana are drinking cocoa at the mall after shopping (APPENDIX G-Episode 7, the sisters)

Farah: Did you order our drink?

Diana: Yes, 1 cocoa drink with skimmed milk.

Farah: Here comes our drink. Look Diana, its size is big so I am not having lunch today.

Diana: No, have your lunch and then go to the gym.

Once again, the conversation of diet and exercise takes place. In this scene, Farah stated that she won't have her lunch since she is drinking a large cacao drink with skimmed milk. She counts the calories in order to maintain her weight. Her older sister told her to have her lunch and then go to the gym in order to burn calories. Women must always maintain their weight.

In the first scene of the Episode 8, Alice is drinking coffee with her friend Adham, at a Café (Appendix H, Episode 8, The sisters).

Adham: I brought so many outfits from Paris.

Alice: Yes, finally. We need new clothes. Show them to me.

Adham: Here we go.

Alice: Wow, nice. I will take all of them. Show me the jeans that you are hiding.

Adham: This is not for you. This is for Nadine

Alice: Fine. Her size is bigger than me. It won't fit me

Alice said to Adham that they need new clothes despite the fact that they go shopping on a daily basis. In the majority of the episodes, we see the sisters shopping, wearing these outfits, taking pictures and posting them on Instagram. Alice is always comparing herself to her sisters. In this scene, she is comparing her body to Nadine's body. She said to Adham that the jeans won't fit her since she weighs less than Nadine. Although both of them are very thin, Alice always criticizes Nadine if she has a cheat meal.

In the first scene of the Episode 9, Nadine and Farah are having breakfast at the balcony (APPENDIX I-Episode 9, the sisters).

Nadine: What are you having for breakfast?

Farah: 1 cucumber and ¼ brown bread with 1 turkey slice and 1 orange juice.

Nadine: I am having milk and corn flakes for breakfast. We are going today to visit Jbeil with our friends.

In this scene, the quality of the food they are eating is very healthy but the quantity is not enough to provide the body with energy. This is also an example of a poor diet that is unattainable for the majority of women.

In the second scene of Episode 9, the girls went with their friends to visit Jbeil, a historical city in Lebanon.

Alice: Farah, I want you to stay with me to make a photo session.

Farah: No, I want to have fun and discover the city.

Alice: You promised me to wear to wear the collection and take photos.

Farah: Okay.

Yasmine: Poor Farah, Alice has to do Business everywhere.

Instead of visiting the city to discover it, Alice only wanted to take photos of her and the girls outfit in order to post them on her Instagram blog. She don't care about spending the day with her friends in a new place, she only cares about posting daily pictures in order to maintain the interest of her Instagram followers. Nadine and Yasmine took a boat tour and enjoyed the view of the sea while Farah and Alice made a photo session. Once she finish the photo session, they all took a picture together. Alice takes so many pictures to show her followers that she is having a great time with her friends. This example proves that Instagram pictures are not a reflection of reality.

In the third scene of Episode 9, Farah and her friend Mahmoud are drinking coffee in a café (APPENDIX I- Episode 9, the sisters).

Mahmoud: What did you do in Jbeil. Tell me.

Farah: I took some photos.

Mahmoud: Tell me something special.

Farah: I had a photo session with Alice. You know that I can't go to a place without taking photos.

Mahmoud: How many pictures do you take per day?

Alice: Around 1000 picture.

Mahmoud: What?

Alice: It is not a big number.

In this scene, Mahmoud wants to know what the sisters did in Jbeil. Farah stated that she only took photos. Generally speaking, tourism is an amazing experience that not everyone has the privilege of doing. Being a tourist means experiencing the different place, people and food. Farah cannot describe Jbeil to her friend because she didn't act as a tourist. She only went to Jbeil to take pictures. What is concerning, the number of pictures that she takes per day (around 1000 picture) which is a very high number. In the majority of the episodes, Farah is taking selfies wherever she goes and whatever she wears. This mobile phone dependence is similar to other addictions, such as compulsive buying.

In the first scene of Episode 10, Yasmine, Ghana and Nadine are at the balcony (APPENDIX I-Episode 10, the sisters).

Nadine: What are you preparing Yasmine?

Yasmine: I am doing a facial mask for you. I am mixing avocado with honey, they will make your skin look fresh in the photo session.

Ghana (nail artist): Yes, avocado and honey are very important to the skin.

Once again, the nail artist is taking care of Nadine's look at the balcony while Yasmine is preparing a facial mask for Nadine. She must take care of her skin before the photo session.

In the second scene of Episode 10, Nadine is doing a photo session at Tony Yaccoub, Lebanese fashion designer (APPENIDX J-Episode 10, the sisters).

Nadine: Assad bring me a crown. I want to feel like a queen. I am a queen.

Yasmine: You look amazing Nadine.

Nadine: The photos are very nice.

Self-esteem is related to Nadine comments on her own beauty. Nadine loved Yasmine as well as the photographer and the designer comments, who are praising her body and her face. She seemed happy and satisfied with her body. She even told the hairdresser to bring her a crown because she is a queen. Thus, the positive opinion that others hold of her body affect her self-esteem.

In the fourth scene of Episode 10, Nadine and her sisters are arranging their clothes (APPENDIX I- Episode 10, the sisters).

Nadine: Mateo (the sister's friend) told me that I should do a charity work.

Alice: Me and Farah also have many clothes to donate. I will go upstairs and bring them here.

Nadine: I love this dress. It has many memories.

Alice: Donate these Nadine. I already wore these outfits one time. I won't wear them again.

This scene showed that the girls are donating the outfit that they wore just one time. In the majority of the episodes, the girls are buying clothes, taking pictures while wearing them in order to post them on Instagram. In the first scene of Episode 11, Farah and Alice are talking about their Instagram followers (APPENDIX J-Episode 11, the sisters).

Alice: Look Farah, a young girl have send me a message now telling me that we are very beautiful and that she want to meet us.

Farah: Nice idea, how old is she?

Alice: I think she is 11 years old.

Nadine: We can take her to do a photo session.

Alice: We can take her to a professional hair dresser like Assad to make her a new look.

Farah: We can take her to a makeup artist also; she can wear like us.

In this scene, the girls are talking about their youngest fan who admires them. The sisters agreed to meet their fan and are discussing the activities that they will do. They suggested taking an 11 years old girl to a professional hair dresser to make her a new look as well as a makeup artist and a photographer. They can't think of different activities to do with a young girl since this is what their life is all about.

In the third scene of Episode 11, Farah and Nadine are shopping in BHV (shopping mall in Beirut).

Nadine: I love this shirt. It is so me (I am not just a perfect face). Guess what, we have a dinner tonight with Bilal Arabi (TV presenter).

Farah: Wow, I can't wait. What should I wear? Let's buy more clothes. Come with me

Despite the fact that they have already bought many outfits, Farah thought that the shopping they did is not enough. She didn't know what to wear at the dinner because of the unlimited choices that she have. Once again, the girl's priority is what to wear on a certain occasion.

In the fourth scene of Episode 11, Alice and Nadine are talking in the living room (APPENDIX J-Episode 11, the sisters).

Alice: Sorry Nadine but your picture has 393 likes only till now.

Nadine: You posted it few minutes ago. Be patient. The likes will increase till 2000.

In this scene, the girls are discussing the number of likes on Nadine pictures. Once again, Instagram is considered as a priority in the sister's life. They use it on a daily basis and they value the number of "likes". The number of likes is as a tool of verification for their importance and value on social media accounts.

In the last scene of Episode 10, the sisters met their youngest fan "Reina" in the living room (APPENDIX J-Episode 10, the sisters).

Alice: Hi Micho, you are going to do makeup for Reina for the photo shoot.

Micho: We are going to do something simple like lipstick, mascara, lashes, and blush.

Alice: Hi Assaad, I want you to make for me and Reina the same hair design.

As discussed earlier, the sisters took Reina, 11 years old girl, to a professional makeup and hair artist. The sisters are teaching a young girl to take care of her appearance and believe that her look will help her achieve a sense of fulfillment and satisfaction in life.

Instead of investing in a young girl to use her intelligence and mind as tools to achieve her dreams, the sisters taught her to prioritize her appearance. As an 11 years old girl, she could spend the day in a Luna park playing or enjoying her time in nature discovering the beauty of the mountains.

In the first scene of Episode 12, Alice went to a cooking class with Farah (APPENDIX L-Episode 12, the sisters).

Dalal (cooking chef): Today, we will learn how to make sushi cake. Start with placing salmon and rice. Add two spoons of mayonnaise.

Alice: Do we have an alternative to the mayonnaise?

Dalal: You can decrease the quantity and replace it with more soy sauce. Now; we will learn to make Thailandaise salad.

Alice: Can I ask a question?

Dalal: Yes, sure

Alice: Will this salad makes me gain weight?

Dalal: No

Women continue to be presented as obsessed with diet and calories. As we can see, the conversation of diet takes place very often. Alice is worried that the salad will make her gain weight since it contains mayonnaise.

In the second scene of Episode 12, Alice and Yasmine went shopping in Beirut Souks (APPENDIX L-Episode 12, the sisters).

Alice: Let's see if we can find something suitable for the event. Is it Nadine idea?

Yasmine: Yes. She told me to participate in this awareness campaign of Kunhadi "Don't drink and drive". She loves charity work.

Alice: I want to try all these clothes. Maybe I will also buy outfits for another occasion. I love this dress and its color. I want to try it and this one also.

Yasmine: Enough Alice

In this scene, Alice went shopping with Yasmine. She buys clothes all the time; shopping is considered as a daily activity in the sister's life. In general, the purpose of the awareness campaign is to support its cause but for the sisters it is only related to dressing and showing off.

In the first scene of Episode 13, Alice is discussing business with Diana, a graphic designer at the balcony (APPENDIX M-Episode 13, the sisters).

Alice: Eat first and then we can discuss business.

Diana: Scrambled eggs are my favorite.

Alice: Breakfast is very important especially to those who are making diet. That's why I prepared eggs, turkey slices, toasted brown bread and orange juice.

Once again, the conversation of diet takes place. In this scene, Alice stated that the breakfast is very important to those who are making diet. She is having eggs, turkey and toasted brown bread as a breakfast. She added the quantity of the food since she has a guest but the breakfast routine is still the same.

In the second scene of Episode 13, the sisters are talking in the living room (APPENDIX M- Episode 13, the sisters).

Alice: Hey Nadine. What are all these shopping bags? They are all yours?

Nadine: Yes. Guess what Abed Mahfouz chose me to be the top model in his fashion show and you are invited also.

Farah: Wow, what should I wear?

As we can see, whenever the sisters are invited to an event, the first question they ask is what they should wear. They always link the event with their outfit and their look. They are obsessed with shopping and showing off.

In the third scene of Episode 13, the sisters went to the fashion show (APPENDIX M-Episode 13, the sisters).

Alice: Nadine do you like my dress? It is from Cavalli Couture.

Farah: Mine is from Elizabetha Couture.

Nadine: Where is Yasmine?

Alice: She is coming

Nadine: Let's take some pictures.

In this scene, the girls are mentioning the designer name of their dress "Cavalli and Elizabetha Couture" which are expensive brands. They are wearing designer dresses, not to mention the full makeup and hair designs, along with the finest jewelry. In addition, they are taking pictures to share their outfits with their followers on Instagram.

In the first scene of Episode 14, the sisters are talking in the living room (APPENDIX N-Episode 14, the sisters).

Alice: I am taking Stella (the dog) to the vet for a shower and to cut her hair and nails for the photo session.

Stephanie: Did you know that the appointment of Stella at the vet is very important to Alice?

Nadine: Yes, I know

Alice: I want her to look perfect. I will upload these pictures on the catalogues not just on my Instagram blog.

In this scene, Alice wants to take Stella to the vet in order to take care of her look (hair and nails). She wanted to do a photo session to the dog in order to upload the photos on Instagram. As we can see, even the dog's look must be perfect in order to share the photos on the blog.

In the second scene of the Episode 14, Alice went to the supermarket with Adham, her friend (APPENDIX N-Episode 14, the sisters).

Alice: Where is the salmon?

Adham: Why do you want to buy salmon?

Alice: I want to make a sushi cake

Adham: Did you buy mayonnaise? Since when you are eating mayonnaise?

Alice: I took a cooking class with Dalal and she told me to put mayonnaise in the sushi cake. It is for the flavor.

Once again, the conversation of diet takes place. In this scene, Adham was shocked when he saw that Alice bought mayonnaise which she doesn't eat at all. Alice follows a strict diet that forbids her from eating high calories food. In this case, she buy it in order to enhance the flavor of the sushi cake that Dalal taught her to do.

In the first scene of Episode 15, Farah went shopping in Downtown, Beirut (APPENDIX O-Episode 15, the sisters).

Farah: I love my stylist Wassim and Jeff. Look I want something stylish for my first TV show experience

Wassim & Jeff: Sure, we have many stylish outfits for you.

In this scene, we see the stylists who take care of Farah's look. They help her choose the suitable outfit for each event.

Hence, the sisters provides an unrealistic portrayal of Lebanese women which affect their reputation in many countries since LBCI is a Pan-Arab satellite channel and airs its content internationally. As such, people from other countries will create a stereotypical representation of Lebanese women. Therefore, a certain ideology, which was represented by LBCI, will become rooted in viewers' minds: that Lebanese women are only interested in shopping, selfies, diet, exercise, their popularity on social media accounts and material goods. This representation affects younger generations, since young girls are very likely to mirror what they see on television, which is related to the cultivation theory discussed in the literature review.

While the majority acts performed on the show are contradicted to what women imagine to be natural- the perfect made up hair, nails and make-up, the thin body and the unhealthy eating habits may be perceived by the audience as natural beauty.

This representation comes mostly from the sisters themselves, who seek the help of professionals in order to maintain their importance on social media accounts especially Instagram. Analysis showed that the Instagram blog of the sisters is not the representation of their real daily life. The sisters spend their time shopping, seeking the help of hair, nail and makeup artist as well as professional photographer in order to post the picture on Instagram. Not to mention, the endless time they spend in spa doing face and body massage. In the case of Farah, she went to a life coach (Anthony Rizk) in order to guide her in her life. Nadine and Alice went to a face reader therapist (Jessica Khoudaida) in order to analyze their emotional and professional life. In addition, the sisters went to a communication skills instructor (Vicky) to learn the etiquette of talking and listening.

Therefore, the answer to the research question "How are Lebanese women represented on "The Sisters" is that the women on the sisters are represented as diet and shopping obsessed characters who only cares about their appearance and consider that their appearance is the key to succeeded in life.

Chapter 5

Conclusion

5.1- Summary of the Findings

This paper aimed at demonstrating and analyzing how women are represented on "The Sisters", a Lebanese reality television show. Because "The Sisters" was being sold on the premise of a 'reality show', its portrayal of women may have an impact on its audience as to how women should look like in their daily life.

The sisters promoted the unhealthy body image which may influence the viewers especially younger generations who are likely to "mirror" what they see on television which is related to cultivation theory discussed in chapter 2 (Tuchman, 1978).It can also mean that believing that the appearance is what determines the value of a person.

Being exposed to these images, affects how women look at their body. Women might feel insecure about their bodies, i.e. shape, and weight, size, physical appearance, feeling unattractive in general.

Women's dissatisfaction with their bodies can be linked to the TV show episodes which lead them to increase the investment in their appearance, and increase their disordered eating behaviors. The sister's depiction of women portrays a standard of beauty that is unattainable for a majority of women in society. The sisters shown on TV are often under what is considered healthy body weight, which implies that women must sacrifice their health to be considered attractive by societal standards. However, not all women are equally susceptible to these effects.

Women must be taught how to accept themselves the way they are, how to live a healthy life and accept themselves without being influenced negatively by what they see. A healthy body image is when a person is

comfortable with his own skin, and being confident and satisfied with how he looks. It's about valuing who he is and not what he looks like.

5.2- Limitations of the Study

This study has limitations like any other research study. The first limitation is that there are no studies conducted on this topic in Lebanon. The literature review is based on other countries.

The second limitation is that the show findings is exclusive to the chosen Lebanese TV show displayed on Lebanese local channel and aired in the year 2015.

The third limitation is that this researcher's interpretation of the content may be different from another researcher applying the same methods because translation is based on interpretations. Some meanings may be lost in translation because some words do not translate well from Arabic to English. The translation is difficult because Arabic is a complex and very descriptive language which means that meaning and connotation may be lost in translation (Sayed, 2015).

5.3- For Future Studies

This research can help many disciplines in the social science field because its purpose is to shed the light on how TV represents women in Lebanon. This study can also be used by media specialists and psychologist researchers to examine how media especially TV represent women in Lebanon and its implication on society.

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Appendix A

Episode 1-The Sisters reality TV show on LBCI

Time: 49:08 minutes

Views: 824,919 views.

Scene 1

Location: 360 Gym in Beirut, Lebanon

Nadine Abdelaziz: Since I am a model, I am very concerned to be in shape. I am in the gym from early morning.

Coach: Are you coming every day to the gym?

Nadine: Yes, every single day. I have a fashion show in Milan, so I have been hitting the gym for two weeks since early morning till afternoon.

Coach: 4 times a week is enough for you. You don't need to come more than that.

Nadine: I always want to be in shape because I have to meet specific measurement and I don't want to gain 1 extra kilo.

Coach: But you are already in a good shape, perfect shape.

Nadine: Thank you so much. I am not eating anything at all.

Coach: Why?

Nadine: I don't want to eat because of the fashion show.

Coach: You have to eat; you can also have a cheat meal once a week. Respect the quantity of the food as well as the quality.

Nadine: I only smell food, I don't eat it. I only eat salad and soup.

Coach: You have to eat something, otherwise you won't have energy.

Nadine: I will have a cheat meal on Sunday but only after the fashion show.

Coach: You have to eat carbohydrates in order to have energy.

Nadine: You are right but I don't have appetite.

Scene 2

Location: Beirut Souks

Alice and Farah are doing a photo session in Beirut Souks to post the outfit pictures on Alice Instagram Blog “Style in Beirut.”

Farah: Wait I am brushing my hair; take the angle that I love.

Alice: Stay like that; take a photo with Stella (the sister’s dog). Wow, the photo is amazing.

Farah: Who is amazing, me or Stella?

Alice: Of course, Stella.

Farah: I like this picture.

Alice: No, I will do a collage with your pictures.

Farah: No, you won’t.

Alice: Farah, this is my blog.

Farah: I want to see the picture first.

Alice: Which picture?

Farah: The picture that you will post on Instagram.

Alice: I already posted it.

Farah: How come you post my picture without telling me? Why did you choose the ugliest picture? It is impossible you only wrote a thumb up in the description but you write gorgeous, fabulous, and stunning for other girls. I am your sister.

Alice: What do you want me to write?

Farah: Write wow, anything special like my photo.

Alice: Okay, we will start again the photo session.

Farah: No, I don’t want anymore. I am leaving.

Alice: Farah, come back what did I do? Come back, I will delete the photo.

Scene 3

Location: TSL supermarket

Nadine, Farah and Yasmine (the sister’s friend) went to the supermarket.

Yasmine: This is the first time I enter to the healthy section in the supermarket.

Nadine: Really? I buy my breakfast ingredients from here.

Farah: Please, bring me light crackers and light yogurt, as well as oat meal and baking powder for the cake.

Alice sat in the cart and asked her friend Yasmine to push the cart while she takes selfies.

Farah: You guys are unbelievable.

Scene 4

Location: Lina’s Cafe

Alice and Mahmoud (the sister’s friend) went to the café to drink coffee.

Alice: I made a big shopping when I was in Paris. I didn’t buy gifts for anyone. Next time I will buy for you.

Mahmoud: How are your sisters?

Alice: We don’t talk right now.

Mahmoud: Why?

Alice: I don’t know.

Mahmoud: I am sure they are upset because you didn’t buy them gifts.

Alice: No, Farah isn’t waiting for me to buy her gifts. She always goes shopping 24/7. She texted me now, telling me to come home because she is preparing a healthy cake.

Appendix B

Episode 2: The Sisters TV show on LBCI

Time: 48:39 minutes

Views: 296,024 views

Scene 1

Location: Alice bedroom

Alice: When I wake up the first thing I do is to check my Instagram page to see the comments at my blog “style in Beirut” to stay close to my followers in an attempt to increase them. Every day I search all my wardrobe and I don’t know what to wear. (She is standing in front of the mirror with a huge pile of clothes on the bed)

Alice: I love to take Stella with me every day, even to business meetings as a fashionista, this is very normal.

Scene 2

Location: Caffe

Alice with Adham (business man)

Adham: Hi, Alice. Wow, Alice your dress is amazing.

Alice: It is from the Kript.

Adham: You brought Stella with you.

Alice: Hope I am not late.

Adham: No, you are not.

Alice: Good.

Adham: What is new? How was Paris?

Alice: Guess what, when I was walking in Paris Street, one young girl came and asked me if I am the blogger of Style in Beirut. Wow, I was shocked to know how famous my blog is.

Adham: Yes, blogs are worldwide, it is good.

Scene 3

Location: At the sister's home

Alice, Farah and Nadine are going to Faraya (mountain in Lebanon) to spend the day. Farah and Nadine went to a sports wear shop in order to buy new ski clothes.

Alice: You came home. What did you buy?

Farah: Grey and green outfit for me, pink and white outfit for Nadine, and black outfit for you.

Alice: Why did you buy for me a black outfit? We are not going to a funeral. You buy colorful outfits for you but for me only black. It is very ugly. I won't wear it.

Scene 4

Location: Faraya (Lebanese mountain)

Alice: My day has started with the photographer Mohammad. I am waiting for my sisters to come. I think that we will have so much fun. Mohammad is a very talented photographer, his pictures are awesome. I am sure that my sisters will love the photos.

Farah: Alice, Nadine is not coming. She is depressed; she wants to stay at home.

Mohammad: Why Nadine isn't coming?

Alice: She is depressed because her boyfriend left her.

Alice: Mohammad, take pictures of me while I am doing ski. Make them spontaneous. Make the photo session perfect because I can't do it again.

Farah: Mahmoud I came here to learn how to ski but most important to take good photos.

Alice: Take a picture of me while I am falling in the snow.

Stephanie (the sister's friend): Please, Mahmoud don't take pictures of me.

Alice: I can't believe that there is girl that doesn't like to take pictures. I have an outfit and I need someone to wear it in order to take pictures and post them on Instagram. I think that you should wear it. It will look amazing

Stephanie: I hate photoshoot

Alice: I will make full makeup for you, you will wear my outfit and I will let Mahmoud take photos.

Farah: Please Stephanie accept and take photos, otherwise Alice won't let us have fun.

Stephanie (After the photo session): Alice, show me the pictures. Delete them all, look at my legs. I look fat. Don't post them on your blog.

Alice: No, look at them. They are nice.

Stephanie: No, the outfit is very nice but my body isn't.

Alice: Mohammad please take a photo while we are building a snowman. Stephanie come and takes selfies with us. Mohammad please take photos while we are throwing snow on each other.

Alice: Nadine I can't believe you came with Mahmoud.

Nadine: You brought me here just to take photos.

Alice: The photos are very nice you will thank me later.

Nadine: I came here to have fun not to take photos. I don't want to take photos. Leave me alone.

Alice: Come here, we will go on the skidoo.

Alice: Mohammad I will convince Nadine to take photos. Take pictures for us while we are on the skidoo.

Nadine: Enough Alice.

Appendix C

Episode 3: The Sisters TV show on LBCI

Time: 49:21 minutes

Views: 281,000 views

Scene 1

Location: Animal house pet in Beirut

Alice: I bought sushi for Stella.

Stephanie: I didn't know that dogs can eat sushi. Why you wanted me to come here as soon as possible?

Alice: Because Stella was not feeling well in the morning. I called the Dr. directly and he told me to come to his clinic.

Doctor: What happened to the dog?

Alice: She is not eating well.

Doctor: What are you feeding her?

Alice: Chicken, turkey and ananas.

Doctor: Don't do a diet for the dog. Give her dog food. I think that she is not suffering from a digestive problem but a psychological one.

Alice: She is biting everyone.

Doctor: If she is biting everyone this means that someone is hurting her.

Alice: I think that Nadine is hurting her. She left with her boyfriend and she is becoming very aggressive. Nadine is hurting the dog. I will take Stella to a psychologist doctor.

Stephanie: I think that you need a psychologist as well. You are obsessed with the dog.

Scene 2

Location: Life coach office (Anthony risk)

Farah: I have bad news.

Anthony: Did you read the 5 chapters of my book?

Farah: I only read one and I burned the cake that I prepared.

Anthony: What is your passion?

Farah: I don't know.

Anthony: What motivates you to wake up in the morning?

Farah: I don't know.

Anthony: What did you do the whole week? I told you to read 5 chapters.

Farah: We had a family issue. Nadine left her boyfriend and we had an argument.

Anthony: So you didn't do anything because of your sister. I know that you should motivate her to get over him but this does not explain your laziness. At what time do you wake up?

Farah: I wake up early at 11:00 a.m.

Anthony: You have to wake up at 8:00 a.m. every single day. Go exercise, run in nature or at the treadmill, take pictures and send them to me. I want to see you doing something in the morning.

Scene 3

Location: Alice and Ghana (nail artist) at the balcony

Ghana: Why are we sitting at the balcony, it is very cold.

Alice: It is okay, I don't want to sit inside.

Ghana: Why?

Alice: I don't speak with Nadine.

Nadine: Ghana, can you do my nails?

Alice: No, she can't.

Ghana: Farah has an appointment after Alice as well. I don't have time.

Alice: Guess where I was in the morning?

Nadine: Shopping?

Alice: No, at Stella Dr. clinic because you hurt her. I won't let you hurt Stella anymore.

I didn't hurt her. I bought her. Guess what Ghana, Nadine's boyfriend left her and she is arguing with everyone. Farah where were you this morning?

Farah: Shopping.

Alice: What did you buy?

Farah: Nothing.

Alice: I can't believe it. You went shopping and didn't buy anything. I think that you are hiding something.

Farah: No, I am not.

Alice: I will find out what you are hiding.

Scene 4

Location: Nadine bedroom

Nadine (in bed): Ghana, Farah did her nails?

Ghana: No, she told me to come to your room.

Nadine: It is weird. Farah never neglected her appearance. I don't think that there is something wrong in me. I know that no one is perfect. Thanks God, I am perfect.

Scene 5

Location: Living room in sister's house

Jana (Alice friend, a fashion designer): I have drawn this dress especially for you.

Alice: Wow, it is so me.

Jana: Yes, I draw it for you since you have a small waist.

Alice: You can say that I don't have a waist (joking). You should draw a line to represent my waist. Raghida (Alice friend, a lawyer), you should wear from my outfit and I will take photos for you and post them on my blog.

Raghida: No, I am not professional.

Alice: So what?

Raghida: Okay, so I don't have to eat for a couple of days.

Alice: There are many girls who don't eat in order to be thin.

Raghida: Yes, I heard that you are accused of being anorexic. I saw these comments on Instagram.

Alice: Yes, they accuse us of promoting anorexia. What does this happen with me? We are thin by nature.

Scene 6

Location: Ichiban Express, a sushi restaurant in Beirut.

Stephanie: Alice, the picture that you posted yesterday is so amazing.

Alice: Thank you,

Stephanie: Many people texted me to say how wonderful your picture is. How was the photoshoot?

Alice: Wow. Hey, Nadine and Farah, you came.

Nadine: Did you order my dish?

Alice: Yes, salmon without mayonnaise. I know that you don't eat mayonnaise.

Nadine: Yes, without mayonnaise. I don't eat it. Farah bought me flowers and came to the jewelry photo session to encourage me.

Farah: Stephanie you know that I buy gifts for my sisters when we fight?

Nadine: Why did you buy me flowers? They are useless. You should rather buy me a pair of shoes.

Alice: Let's take a picture and post it on Instagram.

Farah: Nadine eat.

Nadine: No, enough. I don't want to eat.

Appendix D

Episode 4: The Sisters TV show on LBCI

Time: 58:21 minutes

Views: 255,000 views

Scene 1

Location: Kaslikstreet, Lebanon

Alice, Farah and Stephanie went shopping in Kaslik.

Farah: Alice this is your birthday gift. Choose whatever you want.

Alice: Thank you.

Farah: Enough Alice, you have chosen more than 10 items.

Alice: No, it is not enough. I want to buy more.

Farah: Stephanie look the minimum price of the shirt is 200\$. Alice doesn't care about the price.

Scene 2

Nadine at Le grey hotel doing her nails and her hair.

Farah: Nadine where were you? We are looking for you everywhere? Did you arrange everything for Alice birthday?

Nadine: Oh my God Farah, look at your nails. There is no manicure. You have to do them. What a shame.

Scene 3

Location: Living room

Farah: Today we will talk about white clothes. White color resemble to purity. Some girls don't wear white clothes because they might look fat.

Alice: To whom you are talking Farah?

Farah: No one, I am just practicing my voice.

Scene 4

Alice in a photo session with Jihane (fashion designer)

Alice: Jihane I don't think that this pink outfit will fit into Nadine. She has been eating recently too much.

Jihane: Alice I made you a dress for your birthday.

Alice: Wow, I can't believe it you made me a dress.

Jihane: The makeup and hair professional are waiting for you. After you finish, wear the dress and take pictures while holding these balloons. I hope that you that these balloons won't make you fly because you have lost weight.

Alice: Yes. I lost weight. I think this is because of my work.

Appendix E

Episode 5: The Sisters TV show on LBCI

Time: 1:07:14 seconds

Views: 301,000 views

Scene 1

Location: Nature

Personal trainer: You have a very nice body.

Farah: I want to improve it. I want to become a TV presenter and I heard that the camera makes you gain 5 kilos. I want to be in good shape. I will focus on my training and makes sure not to eat any fatty food.

Personal trainer: Okay.

Scene 2

Location: Farah with her Life coach Anthony.

Life coach: You have to make your own decision in life. You can't count on your sisters. You have two roads in your life. The first road will make you a loser and the second road will make you successful. Imagine that you are horrible. Imagine that you are gaining weight. Think about the worst scenario; the fact that you are 100 kilos. Now, think about the second road, the road that will make you successful, fit and pretty. Now, tell me what is your passion?

Farah: Becoming a TV presenter.

Life coach: Then you have to work to become one.

Scene 3

Location: Living room

Alice: I can't believe that Farah decided to become a TV presenter.

Nadine: I don't think that she will succeed.

Alice: Why not. You should motivate her.

Nadine: She has beauty but nothing else. She isn't fluent in neither Arabic nor English. She doesn't know how to talk.

Alice: I booked the hairdresser and makeup artist to make her look amazing in the casting. Of course, they will accept her.

Scene 4

Location: Nadine with her personal trainer at 360 fitness and Stephanie (the sister friend and owner of the gym)

Coach: I think that you are improving. You are not looking every second at your cell phone.

Nadine: Yes, I am focused on my training.

Nadine: Stephanie I want man to see me at the gym nice and classy.

Appendix F

Episode 6: The Sisters TV show on LBCI

Time: 1:07:17 minutes

Views: 329,000 views

Scene 1

Location: Life coach office (Anthony Rizk)

Life coach: What did you do this week?

Farah: I did many things. I was very busy. I went to the casting of TV Presenter but I failed.

Life coach: How did you go without training?

Farah: Because I am pretty and intelligent also.

Life coach: What about modesty? You should not do any move without preparation.

Scene 2

Location: Dining room

Nadine: Why the kitchen is very messy? Where is Abby (the sister's maid)?

Alice: She left a message on her bed that she can't work here anymore. She can't take care of Stella (the dog),
Coco (the cat) and do the cleaning.

Nadine: I want a maid right now Alice. Who will clean my clothes? Who will iron them?

Alice: You will do it.

Nadine: I don't know how, I will burn my clothes. Fix this problem Alice. Now!

Alice: It is not a big deal. One day you will get married and you will have to do the house work.

Nadine: One day, but not today. I want to wear this outfit today.

Scene 3

Location: Balcony

Farah: Alice I prepared the breakfast. Come.

Alice: What did you prepare?

Farah: 1 turkey slice with 1 tomato and 1 cucumber.

Nadine: Guess what, I have a photo shoot today with the Lebanese designer Moe Shour. I will present the first
look of his collection. There will be professional makeup and hair designers for the photo session.

Farah: I love makeup.

Scene 4

Location: Living room

Nadine: What do you want to eat?

Farah: Pizza

Nadine: Do you want to have a cheat meal today?

Farah: Yes, why not. Just this time.

Nadine: No, no. don't

Appendix G

Episode 7: The Sisters TV show on LBCI

Time: 1:03:56 minutes

Views: 323,000 views

Scene 1

Location: Living room

Diana (the sister's older sister living in Nigeria): What are doing?

Alice: I am cleaning the house because there is no maid.

Diana: Good. Where are your sisters?

Alice: They are sleeping. I wanted to clean the house to make sports and lose some calories.

Scene 2

Location: TSC supermarket

Nadine: Alice bring one lettuce.

Nadine to the waiter in the supermarket restaurant: Please, I want one crispy salmon for lunch.

Alice: Nadine, where are you. I have been searching the whole supermarket.

Nadine: I came here to eat. I am hungry.

Alice: Why you didn't tell me. I have been searching for you.

Nadine: My pressure dropped. I wanted to eat something.

Scene 3

Location: Mall

Farah: Did you order our drink?

Diana: Yes, 1 cocoa drink with skimmed milk.

Farah: Here comes our drink. Look Diana, its size is big so i am not having lunch today.

Diana: No, have your lunch and then go to the gym.

APPENDIX H

Episode 8: The Sisters TV show on LBCI

Time: 1:08:15

Views: 242,000 views

Scene 1

Location: Café

Adham: I brought so many outfits from Paris.

Alice: Yes, finally. We need new clothes. Show them to me.

Adham: Here we go.

Alice: Wow, nice. I will take all of them. Show me the jeans that you are hiding.

Adham: This is not for you. This is for Nadine

Alice: Fine. Her size is bigger than man. It won't fit me

Appendix I

Episode 9: The Sisters TV show on LBCI

Time: 1:02:09

Views: 248,000 views

Scene 1

Location: Balcony

Nadine: What are you having for breakfast?

Farah: 1 cucumber and ¼ brown bread with turkey slice and 1 orange juice.

Nadine: I am having milk and corn flakes for breakfast. We are going today to visit Jbeil with our friends.

Farah: We will have so much fun.

Scene 2

Location: Jbeil, North Lebanon

Yazid: Good morning ladies, I will be your guide today. I will explain to you the history of Jbeil.

Nadin: Can I take a selfie with you and post it on Instagram? I will write in the description that you will increase my followers.

Yazid: I don't have Instagram

Alice: Farah, I want you to stay with me to make a photo session.

Farah: No, I want to have fun and discover the city.

Alice: You promised me to wear to wear the collection and take photos.

Farah: Okay.

Yasmine: Poor Farah, Alice has to do Business everywhere.

Scene 3

Location: Café

Mahmoud: What did you do in Jbeil? Tell me

Farah: I took some photos.

Mahmoud: Tell me something special.

Farah: I had a photo session with Alice. You know that I can't go to a place without taking photos.

Mahmoud: How many pictures do you take per day?

Alice: Around 1000 picture.

Mahmoud: What?

Alice: It is not a big number.

Appendix J

Episode 10: The Sisters TV show on LBCI

Time: 1:04:27 minutes

Views: 217,000 views

Scene 1

Location: Balcony

Nadine: What are you preparing Yasmine?

Yasmine: I am doing a facial mask for you. I am mixing avocado with honey, they will make your skin look fresh in the photo session.

Ghana (nail artist): Yes, avocado and honey are very important to the skin.

Scene 2

Location: Tony Yaccoub designer

Nadine: Assad bring me a crown. I want to feel like a queen. I am a queen.

Yasmine: You look amazing Nadine.

Nadine: The photos are very nice.

Scene 3

Location: Living room

Nadine: I want to take private makeup lesson with Micho.

Alice: I want to learn how to do professional makeup.

Farah: I am going with Nadine, I can tell you how to do makeup and you can join us in the next session also. I want to change my hair color to red.

Alice: No, of course no.

Farah: Why not? I am like a moon. Every hair design will suits me.

Scene 4

Alice: Nadine what are you doing with these huge piles of clothes?

Nadine: Mateo (the sister's friend) told me that I should do a charity work.

Alice: Me and Farah also have many clothes to donate. I will go upstairs and bring them here.

Nadine: I love this dress. It has many memories.

Alice: Donate these Nadine. I already wore these outfits one time. I won't wear them again.

Scene 5

Micho (professional makeup artist): How are you beauties?

Nadine& Farah: Fine

Micho: You will become more beautiful after learning how to do professional makeup. We will start with contouring lessons. Do you know what are contouring lessons for?

Nadine: Yes, it is for corrections. I want to learn how to do professional makeup since I have a dinner with Yasmine tonight.

Micho: Ladies don't forget the sunscreen at the pool. Otherwise, you will suffer from wrinkles.

Nadine: Oh my God. No

Appendix J

Episode 11: The Sisters TV show on LBCI

Views: 184000 views

Time: 1:04:25 minutes

Scene 1

Location: Bedroom

Alice: Did you saw my latest post on Instagram?

Farah: Yes, I saw it.

Alice: You know that I don't have time to reply to people comments and message all the time.

Farah: No, I always reply to people messages and comments.

Alice: Look Farah, a young girl have send me a message now telling me that we are very beautiful and that she want to meet us.

Farah: Nice idea, how old is she?

Alice: I think she is 11 years old.

Nadine: We can take her to do a photo session.

Alice: We can take her to a professional hair dresser like Assad to make her a new look.

Farah: We can take her to a makeup artist also; she can wear like us.

Alice: Let me send her a message.

Farah: Okay, send her a message. We are going to BHV.

Alice: I can't go shopping with you, I don't have time. Get me new outfits.

Scene 2

Location: Living room

Celine: This is my new hat collection. I want to take photos of you while you are wearing them.

Alice: Okay. Adham told me to change the background of my Instagram posts especially our balcony view. I like outdoor views for photo session.

Celine: We can go to some places like Jbeil.

Alice: We can go to Beitdine.

Celine: It is so far but we can take a bus.

Alice: I think you are joking. Do you really think that we go in a bus?

Scene 3

Location BHV

Nadine: What do you want to buy? Clothes?

Farah: I love bags. I like this one. I am going to buy it.

Nadine: I will buy a different color for me.

Farah: It is better.

Nadine: What do you think of this dress?

Farah: I think it is short.

Nadine: I love this shirt. It is so me (I am not just a perfect face). Guess what, we have a dinner tonight with Bilal Arabi (TV presenter).

Farah: Wow, I can't wait. What should I wear? Let's buy more clothes. Come with me.

Scene 4

Location: Living room

Alice: Sorry Nadine but your picture has 393 likes only till now.

Nadine: You posted few minutes ago. Be patient. The likes will increase till 2000.

Alice: Did you saw Jbeil pictures?

Nadine: No, I am going. You make me bored.

Scene 5

Location: Living room

Alice: Hi Reina.

Nadine: Reina is our youngest fan. Who do you like the most?

Reina: Nadine

Alice: I love your skirt but we bought you new clothes. Today, we are going to do a photo shoot. We will wear the same style and we are going to Assaad to change your look as well as to a makeup artist.

Nadine: Bring your cellphone with you to take selfie.

Alice: Hi Micho, you are going to do makeup for Reina for the photo shoot.

Micho: We are going to do something simple like lipstick, mascara, lashes, and blush.

Alice: Hi Assaad, I want you to make for me and Reina the same hair design.

Reina: I heard that you will launch a fashion line for dogs.

Alice: Yes, you have to buy a dog and also buy his outfits from my blog.

Reina: Yes, okay.

Alice: Promise?

Reina: Yes.

Alice: Let's go to the studio and make a photo session.

Appendix L

Episode 12: The Sisters TV show on LBCI

Time: 1:01:44 minutes

Views: 180,000 views

Scene 1

Location: Cooking class

Dalal (cooking chef): Today we will learn how to make sushi cake. Start with placing salmon and rice. Add two spoons of mayonnaise.

Alice: Do we have an alternative to the mayonnaise?

Dalal: You can decrease the quantity and replace it with more soy sauce. Now, we will learn to make Thailandaise salad.

Alice: Can I ask a question?

Dalal: Yes, sure.

Alice: Will this salad makes me gain weight?

Dalal: No.

Farah: Alice, what a silly question. Look at the ingredients of the salad before asking.

Scene 2

Location: Beirut souks

Alice: Let's see if we can find something suitable for the event. Is it Nadine idea?

Stephanie: Yes. She told me to participate in this awareness campaign of Kunhadi "Don't drink and drive". She loves charity work.

Alice: I want to try all these clothes. Maybe I will also buy outfits for another occasion. I love this dress and its color. I want to try it and this one also.

Yasmine: Enough Alice

Appendix M

Episode 13: The Sisters TV show on LBCI

Time: 57:56 minutes

Views: 241000 views

Scene 1

Location: Balcony

Alice: I am very excited to see the designs that you prepared.

Diana: I prepared many things.

Alice: Eat first and then we can discuss business.

Diana: Scrambled eggs are my favorite.

Alice: Breakfast is very important especially to those who are making diet. That's why I prepared eggs, turkey slices, toasted brown bread and orange juice.

Scene 2:

Alice: Hey Nadine. What are all these shopping bags? They are all yours?

Nadine: Yes. Guess what Abed Mahfouz chose me to be the top model in his fashion show and you are invited also.

Farah: Wow, what should I wear?

Alice: I am going tomorrow to see Jessica Khoudaida (face reader specialist) so she can tell me more information about my professional and emotional life.

Nadine: Nice. I improved after her treatment. I did two charity works.

Scene 3

Location: Fashion show

Alice: Nadine do you like my dress? It is from Cavalli Couture.

Farah: Mine is from Elizabetha Couture.

Nadine: Where is Yasmine?

Alice: She is coming.

Nadine: Let's take some pictures.

Alice: How much are you excited Nadine?

Nadine: I miss my catwalk honestly

Alice: The girls came. Let take some pictures all of us.

Scene 4

Alice: Farah stop taking pictures. You are taking pictures since morning. Celine called me and told me that we are going tomorrow to El Rancho, a sporting club with her friend Tarek.

Nadine: Who is Tarek?

Alice: I don't know. I will search on Instagram and Facebook. Wow, look he is amazing.

Nadine: What should I wear tomorrow?

Appendix N

Episode 14: The Sisters TV show on LBCI

Time: 52:38

Views: 184000 views

Scene 1

Location: Living room

Nadine: Where are you going?

Alice: I am taking Stella to the vet for a shower and to cut her hair and nails for the photo session.

Stephanie: Did you know that the appointment of Stella at the vet is very important to Alice?

Nadine: Yes, I know.

Alice: I want her to look perfect. I will upload these pictures on the catalogues not just on my Instagram blog.

Scene 2

Location: Supermarket

Alice: Where is the salmon?

Adham: Why do you want to buy salmon?

Alice: I want to make a sushi cake

Adham: Did you buy mayonnaise? Since when you are eating mayonnaise?

Alice: I took a cooking class with Dalal and she told me to put mayonnaise in the sushi cake. It is for the flavor.

Appendix O

Episode 15: The Sisters TV show on LBCI

Time: 59:16 minutes

Views: 198,000 views

Scene 1

Location: Downtown Beirut

Farah: I love my stylist Wassim and Jeff. Look i want something stylish for my first TV show experience.

Wassim& Jeff: Sure, we have many stylish outfits for you.

Scene 2

Alice: Nadine look at my top, it is new.

Nadine: Wow.

Alice: Look at my shoes also.

Nadine: Wow, nice

Scene 3

Location: Jessica Khoudayda's office (Face reader specialist)

Jessica: Alice your results are both positive and negative. You love to control people and you have earth energy. I advise you to go to outdoor places like beach and mountain.

Alice: Thank you. I will follow your advices to improve in life.