

The act of breastfeeding has been heavily contested, advocated, stigmatized, and studied; it has been treated much like a phenomenon than a natural situation. In much of the discourse about breastfeeding, the focus is on cultural paradigms regarding breastfeeding, socio-economic challenges of specific demographic groups, and medical benefits for the mother and/or child.

While all of these factors are very important concerning the discourse on breastfeeding, none of these points of views deal directly with the ultimate subject of controversy...the woman.

The female body is highly sexualized; resulting in women's reluctance to breastfeed and the overall stigmatization of the practice. This reluctance and stigmatization of breastfeeding affects the health and long term development of their children.

Using a combination of media sources and scholarly literature, we intend to present a relationship between the sexualized body image of women in western society with the reluctance women have to breastfeed and discuss the health issues caused by a lack of breastfeeding.