

Orgasmic Bodies: Do-It-Yourself Sexualities, Pharmaceuticals, and Creative Economy

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Abstract: Based on bibliographic research, the article examines how pharmaceuticals address people's sexual needs and desires, stimulated by creative economy. The main argument indicates that pharmaceuticals create conditions for do-it-yourself sexualities, based on bodily stereotypes disseminated by creative industries, which reflect dominant heteronormative discourses. People shape their bodies, enhance sexual experiences, and foster sexual hygiene and prevention of sexually transmitted infections.

Key words: Pharmacy, pharmacology, pharmaceuticals, gender, sexualities, creative economy, creative industries, heteronormativity.

1. Introduction

Sex materializes through bodily practices [1], and pharmaceuticals provide people with options in terms of the kinds of bodies they want to try out, the sexual experiences they want to make happen, and the adverse sexual health conditions they want to prevent [2]. People may use pharmaceuticals – usually not in line with medical guidance – to try out different sexual identities, connect with partners, enhance sexual performances, and prevent unwanted pregnancies. They typically share experiences with each other and give users advice in a collaborative experiment, which rearticulates pharmaceuticals' efficacies and informs new ways to use them [3].

People's sexual needs and desires and the bodily stereotypes they value are stimulated by creative economy, which uses skills and talents to generate income and employment by empowering the creativity of the person and the community. Many creative sectors such as advertising and the audiovisual industry associate consumption and happiness by showing happy characters who have purchased a product, for example. When imitating the cultural

consumption, one thinks that it is possible to obtain the happiness the characters interpret to have. The fulfillment of these desires goes beyond winning prestige, wealth, and power. It means achieving preconceived models of happiness by having a certain ideal type of body or enhancing sexual performances [4-6].

The aim is to examine how pharmaceuticals address people's sexual needs and desires, stimulated by creative economy. The main argument indicates that pharmaceuticals create conditions for do-it-yourself sexualities, based on bodily stereotypes disseminated by creative industries, which reflect dominant heteronormative discourses. People shape their bodies, enhance sexual experiences, and foster sexual hygiene and prevention of sexually transmitted infections.

2. Materials and Methods

This article followed a logical and reflective structure, which emphasizes interpretation and argumentation [7]. The methodology addresses the analysis of recent texts on the relations among gender, sexualities, pharmaceuticals, and creative economy. Items identified as corresponding to the synergy among these issues are examined in bibliographic research carried out in recent works.

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3. Results and Discussion

Many people use off-label pharmaceuticals to achieve their sexual needs and desire, such as contraceptive hormones to feminize their bodies and grow breasts. Young men who do not suffer from erectile dysfunction usually use Viagra to enhance the duration of erections. Some transgender people used hormonal pills to perform feminine beauty, which reflects the commodification of feminine beauty, marketed for women in beauty products' advertisements by creative industries [3].

The enhancement of sexual performance is related to gender norms which assign physical strength, sex drive, and bravery to men. These norms are reinforced by creative industries, such as productions of the audiovisual sector, especially pornographic movies. Young men may have difficulty living up to the unrealistic norms and lack confidence that they could be good sexual partners without some pharmaceutical help. The use of modern pharmaceuticals to enhance sexual performance is disseminated through advertising and marketing agencies [3].

In patriarchal heteronormative societies, men's authoritative relations with women affect sexual acts because real men need to demonstrate sexual power through sustained penile erections, penetration, and prolonged sexual intercourse. Men watch pornographic movies, which portray images of sexually potent men with large penises able to retain semen for prolonged time periods, while women shout in pleasure or pain generated by vigorous sexual thrusting [8]. In the gay scene, chem sex has involved narcotic substances during sexual activity to enhance sexual pleasure [9-11]. The physiological ejaculation becomes inseparable from discourses of sexual performance, which can be enhanced by using pharmaceuticals and stimulated by creative industries. The ejaculation imperative says that the social value of the physiological function demands men's conformity and punishes failure. The ability to ejaculate, the quantity of produced semen, and the

forcefulness of ejaculation become expressions of hegemonic masculinity [12].

People may also use pharmaceuticals to enhance sexual hygiene and prevent sexually transmitted infections. For example, female sex-workers use vaginal pills with antiseptic properties, but questionable efficacy. They also use antibiotics such as ampicillin or amoxicillin – frequently bought without a prescription – before and after sex to prevent infections. Some women use contraceptive pills and injections to prevent pregnancy, as well as abortion pills, even in countries with restrictive abortion laws. Some components of these pills are also present in other pharmaceuticals, which are sold on the market [3]. The pre-exposure prophylaxis (PrEP) medication can be used by people who do not have HIV but are at high risk of getting HIV to prevent infection, such as men interested in the practice of intentional condomless anal intercourse, known as barebacking [13]. They may avoid harmful practices because they want to protect themselves and their partners [14]. Barebacking articulates masculinity seen in creative porn productions, but in recognizable heteronormative frames, such the athletic, the physically active, the procreative, and the risky ones [15].

4. Analysis

Some pharmaceutical practices involved trying diverse gendered ways of being in the world and experiencing sexuality, but they usually reflect dominant heteronormative gender discourses that men should be virile, and women should be attractive and take responsibility for preventing pregnancies. People adapt pharmaceuticals for their own purposes in the absence of medical information and develop their own knowledge by observing the pharmaceutical's effects on their own bodies, sharing the experience with their peers, and determining their own efficacy parameters. The efforts to avoid harm tend to focus on short-term effects rather than long-term risks. Many people are

inspired by images generated by creative industries such as advertising and marketing, which present hyperfeminine and hypermasculine sexualities [3].

Creative industries may contribute to conceptualizations of masculinity and sexuality and the construction of bodily stereotypes. The construction of relative desire and eroticization of heterosexuality – even within the context of same-sex acts in gay porn, a part of the audiovisual industry – contains more masculine markers, such as larger frame, greater musculature, and larger penis. The framework of hegemonic masculinity has been maintained by external hegemony – which reinforces men’s superiority over women – and internal hegemony in the form of power over other masculinities [16-18].

The rapid dissemination of pornographic images in the last few years is also related to the rise of new social media, micro-celebrity, and self-branding [19]. Creative online entrepreneurship and social media branding were stimulated by social media apps such as OnlyFans. By paying a subscription fee, people can see models and influencers naked and sex workers have found other ways to do their jobs after the paywall [20].

In the light of the declining profits of porn studios and traditional sectors of the economy [21-23] and the performers’ need to survive, direct-to-consumer platforms such as OnlyFans offers supplemental income and autonomy [24]. The content creators may also use social media platforms such as Instagram and Twitter as central tools in managing their personal brands. They exemplify the commodification of inter and intrahuman aspects of life such as intimacy in the logic of neoliberal diffusion of the creative economy and its focus on creative entrepreneurship. Their followers can use the same pharmaceuticals they use to try to achieve the same bodily stereotypes and sexual performances [25-27].

5. Conclusions

Although pharmaceuticals are used for specific

medical indications, many people rearticulate efficacies for their sexual needs and develop their own experiential and relational understandings of what pharmaceuticals do stimulated by the images disseminated by creative industries [28]. Sexual health policymakers could learn from such experiments, as they reveal people’s sexual health desires and needs [3, 29]. Understanding the meanings attached to the body directly affects how identities are socially constructed, while offering insights into why those meanings persist in the society’s culture [12].

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