



IS THAT HOW THEY SEE ME

DAY 3
FEMININITY AND MASCULINITY

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Gender...

- Connell (1987)
 - Gender divided by three areas
 1. Labor
 2. Power
 3. Cathexis (emotional connection)
- Yakali-Camoglu (2018)
 - Heteronormative needs to regulate identities as feminine and masculine to prevail.

Masculinity

- Hanke (1998)
 - ...masculinity is what a culture expects of its men.
 - Craig (1992) media images are at the center of that discourse

- Connel (1987)
 - Multiple masculinities
 - Not unitary or univocal
 - Hegemonic masculinity dominates all...



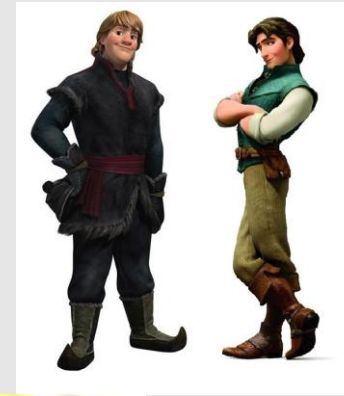
Masculinity

- Hegemonic Masculinity
 - Masculinity understood in traditional terms
 - White
 - Middle-class
 - Heterosexual
 - Professional-Managerial



Masculinity

- Newer, nontraditional male roles coexist with traditional roles:
 - Traditional roles
 - Violent
 - Aggressive
 - Thieves
 - Murderers
 - Abusers (domestic and sexual)
 - Irresponsible
 - Deadbeats



Masculinity

- Does media represent these masculinities or constitute them?
- Masculine narratives in media may lead to the destabilization of “masculinity”
 - May allow male viewers to experience the ‘feminine’ pleasure that deconstructs the dominant ideology (Hanke, 1998).
- Crisis of masculinity (Crider, 2014)
 - ...occurs when men, taken out of their traditional roles by feminism, feel conflicted about what type of masculinity will allow them to navigate the expectations of both sexes in all facets of their lives.
 - Issues of
 - Body image
 - Self-esteem

Femininity

- Gender revisited
 - Butler (1990)
 - We understand gender through a complex of manipulated and manufactured codes and costumes rather than an inherent, essential, and prima facie.
 - Gender is found in the repetition of ritual
 - Naturalization



Femininity

- Women
 - Representations in a patriarchal western society
 - Objectified
 - Sexualized
 - Fetishized object of the male gaze
 - Subservient roles in relation to men
 - Invisible
 - Under-represented
 - Associated with domestic issues

Femininity

- Symbolic Annihilation (Tuchman, 1978)
 - The omission, trivialization and condemnation of women by mass media

Femininity

- Online femininity
 - Zines
 - Fan sites
 - Instant Messaging

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