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Media and male identity : the making and remaking of men

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Abstrak

Mass media portrayals of women have been identified as influential in shaping their self-image and self-esteem, as well as men's and societies' views of women. Comparatively few studies have examined mass media portrayals of men and male identity, and gender studies have often assumed these to be unproblematic. But, in a post-industrial era of economic, technological and social change, research shows mass media are projecting and propagating new images of male identity from Atlas Syndrome workaholics and 'deadbeat dads' to 'metrosexuals' and men with 'a feminine side', with potentially significant social implications. This book presents a landmark in-depth study of how mass media contribute to the making and remaking of male identity.