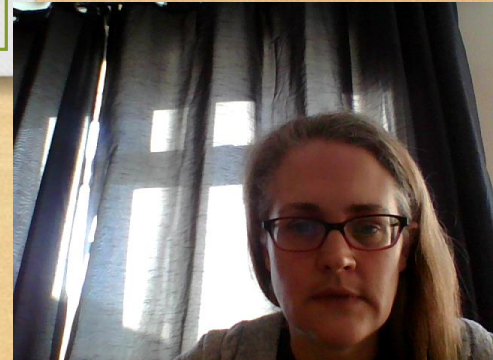


Present a Critique of the current discourses associated with the concepts of hyper-masculinity and the emasculation of the male in society.

ECED7003

Rhiannon Osborne

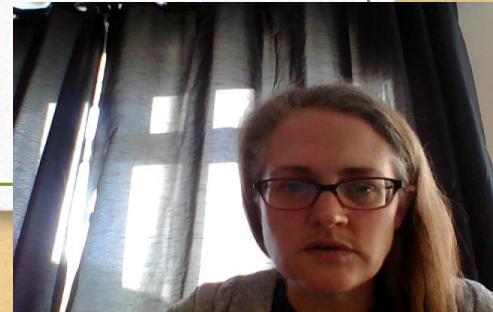
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Where do gender ideologies originate from?

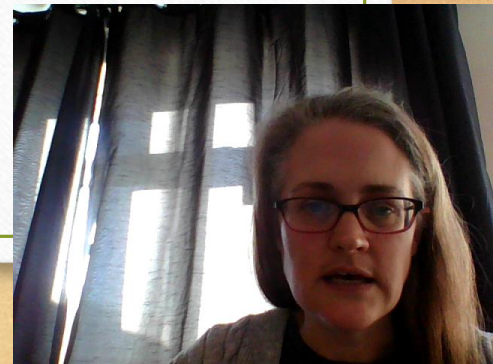
- Judith Butler (2004)
- Gender categories are essentially developed through discourse and do not arise from natural elements in the outside world.
- Gender is performative
- Different cultural norms and values place different characteristics on what are perceived to be specific gender traits.



Simone de Beauvoir

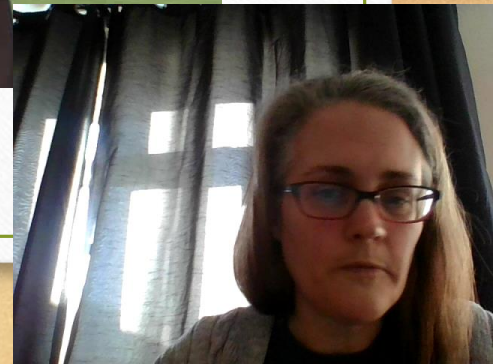
‘One is not born
but becomes a
woman’ (Wittig 1993)

- Two human categories will inevitably create a power struggle.
- Civilisation creates the figure of a woman.
- Needs situated in ancient time created the initial gender inequalities.
- Biology and the need for men to hunt has changed, current society has not.
- (Wittig 1993)



MASCULINITY!

- Raewyn Connell
 - Gender is learned and historically constructed
 - Social and hierarchies of masculinities
 - Different masculinities; different responses
 - (Connell 2011)



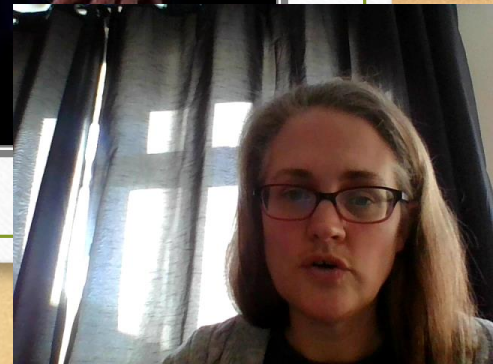
‘Hyper masculinity is a gender-based ideology of exaggerated beliefs about what it is to be a man’ (Vokey et.al., 2013)

There are four elements to consider here:

- 1-Toughness as emotional self control
- 2-Violence is manly
- 3-Danger as exciting
- 4-Calloused attitudes towards women and sex



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Toughness as emotional self control: Men must **'MAN UP'** be **'MACHO'**.

Violence as manly: It is not seen as a good thing to be weak.

Danger is exciting: Men do not get scared.

Calloused attitude towards women and sex: She who is promiscuous is a **'slut'**, he who is promiscuous is **'the man'**.



How does this affect society?

Male characters on T.V often play violent roles

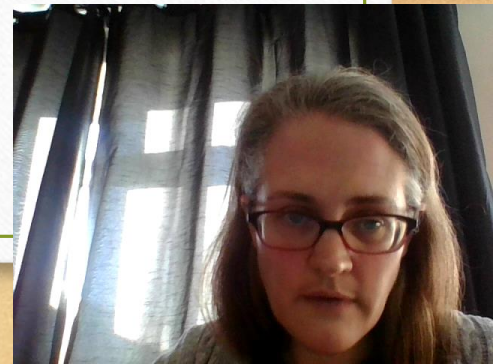
Women on T.V are objectified as sex objects

Young boys are told not to be weak

WHAT HAPPENS TO THESE BOYS?

HOW DO THEY GROW UP?

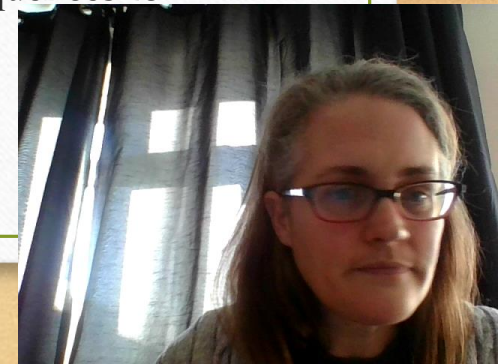
‘Hypermasculinity is a problem
because it doesn’t just affect
men’ (Perilla 2016)





WHAT ARE WE TEACHING OUR CHILDREN?

- 'It is clear then that 'masculinity' plays a significant and often damaging role in male mental health' (Robertson, 2015).
- 'So much of being masculine is rooted within patriarchal views and is saying being feminine is bad' (Thewanderingotter, 2015).
- 'The portrayal of a hypermasculine male has potential consequences for socialization' (Scharrer, 2001).



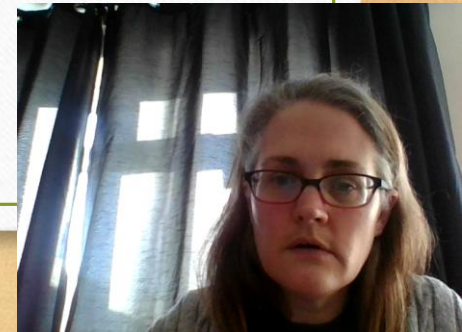
MASCULINITY

- Halberstam (1998) points out that masculinity is what we make it:

‘it is inaccurate and indeed regressive to make masculinity into a general term for behaviour associated with males’ (Halberstam, 1998).

- It relates to maleness
- It relates to transsexual maleness
- It relates to lesbian butchness

The effect of attitudes and feminism have led to some males in society feeling emasculated!



EMASCULATION

‘To make a man feel less male by taking away his power and confidence’ (Cambridge dictionary)

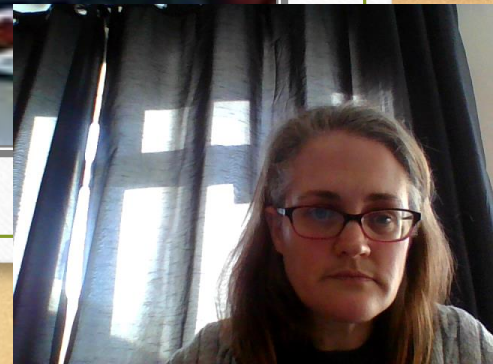
Do current discourses set out to deliberately emasculate men in society?

Have we confused feminism, gender and power relations?

What role does the male have in the current climate?



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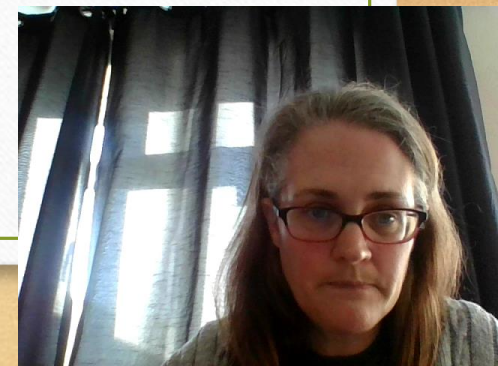


Advertising is a powerful tool than can be both positive and negative!!

- *Gillette's latest advert: Depiction of negative male behaviour; bullying and leering.
 - *A promotion of how men can be or acceptance of inherent toxicity of a gender.
 - *Assumption that men are naturally malevolent.
 - *Undermining heroic values to protect, provide and lead.
 - *Is this traditional ideology antiquated?
- (Moffatt 2019)

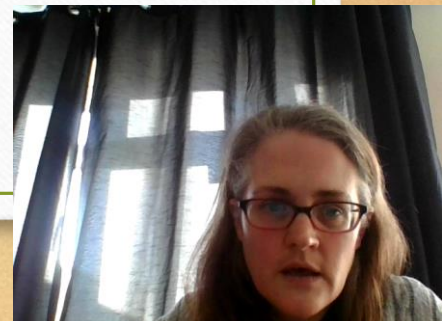


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Divorce and emasculation

- Marriage is traditionally for heterosexuals only (This has shifted greatly).
- Marriage as a lasting entity.
- Self worth and personal identity can be formed through marriage
- Breakdown of marriage can lead to a sense of loss
- Stigma such as 'mummies boy' can lead to feelings of emasculation
- Assumption that failure as a husband means failure as a parent can be emasculating.
- (Ewen, 2009).



Conclusion; Masculinity and change!!

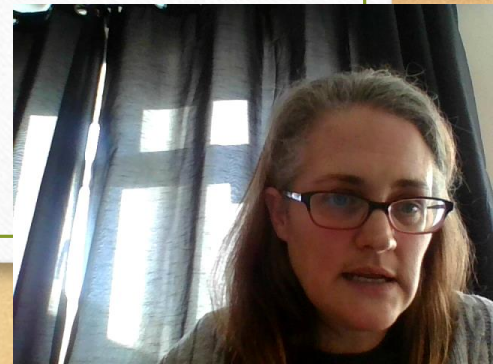
- Connell: Socially constructed things can change

Involving men is important

Violent institutions need re-educating

Change is situational

(Connell 2011)



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