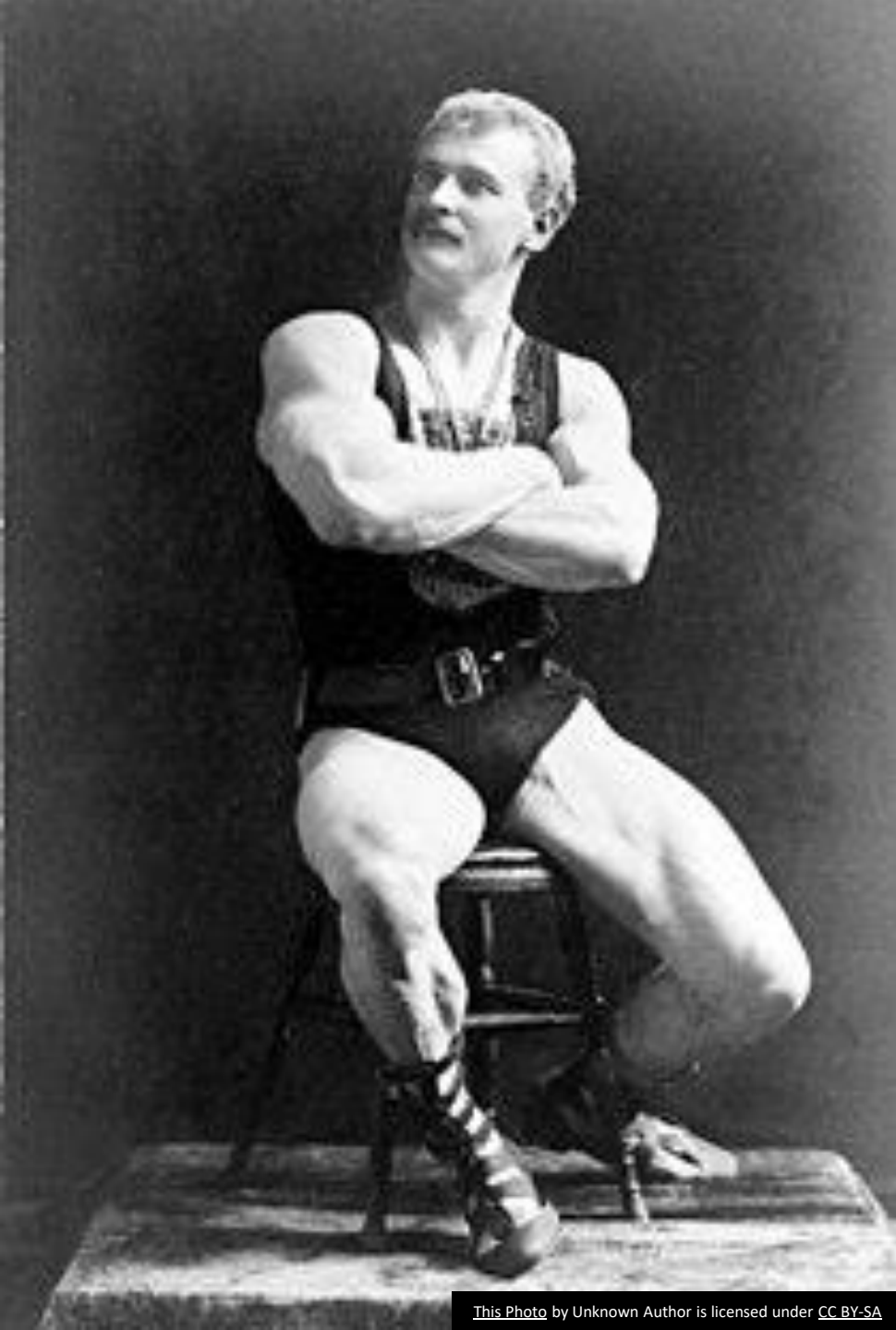


The Creation and Consequential Demise of Masculinity



Being a 'real man' is marked by struggle for control, conquest, and domination.



It is common to find that exaggerated gender stereotype traits are promoted by television and marketing specifically aimed at children, this has the potential to affect the gender role-development of children



When considering the influences of hypermasculinity on young boys we must consider that the media often bombards them with the permission to be aggressive, dominant and violent



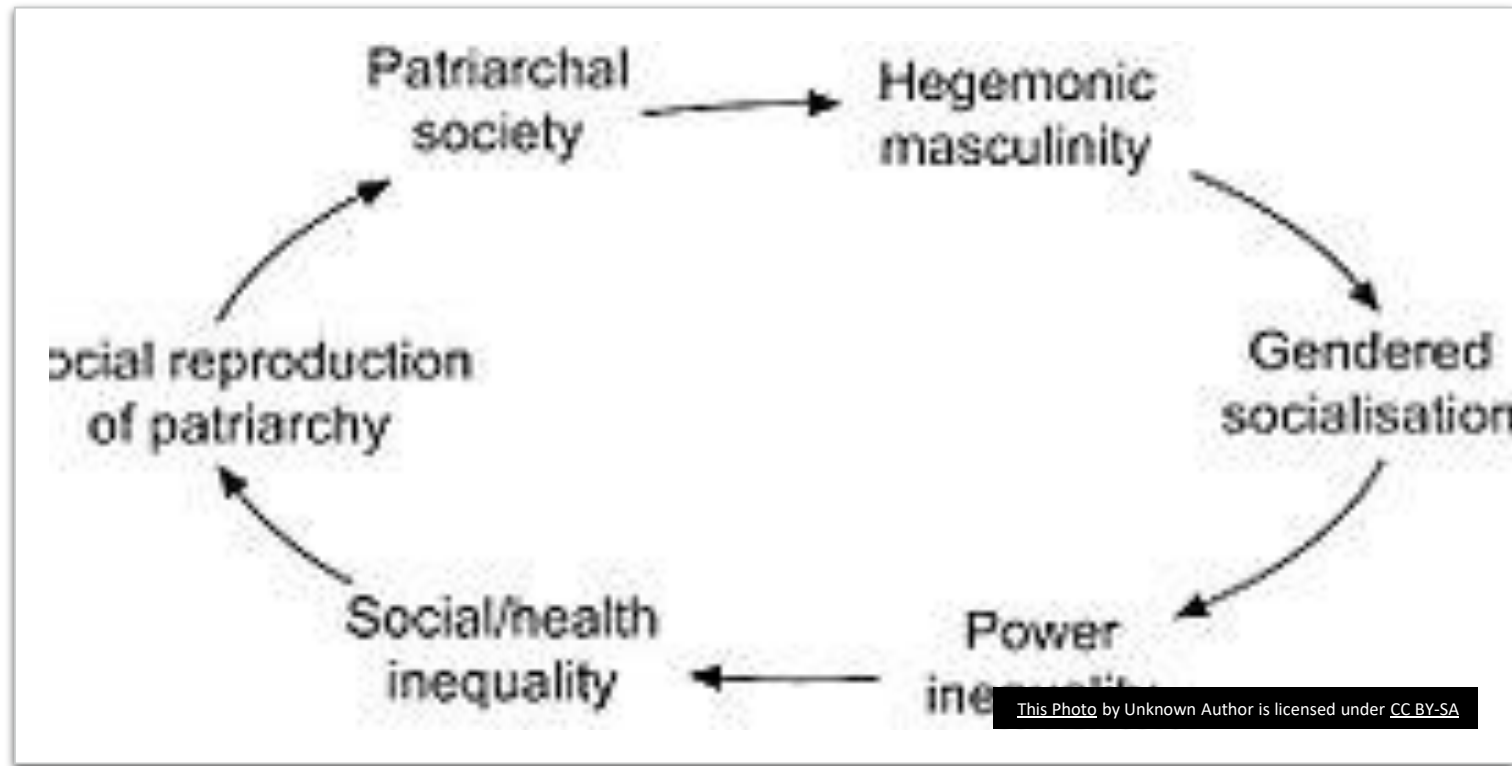
Research has shown that playing games with sexualised characters can lead its players to normalise sexual harassment, indeed men are more likely to harass women after playing a game with sexualised characters



Within the last decade women have begun to escalate the problems of hyper masculinity by challenging these behaviours on a global scale using social media as a catalyst.



In retaliation to this emasculation by the government, working and middle-class white men fought back by turning up in extreme numbers to elect into power those whom they believed would return their masculinity



Only when we take these feelings seriously and acknowledge the rage produced by economic inequalities and the entitlement of whiteness can we begin to oppose the dominance of hypermasculinity