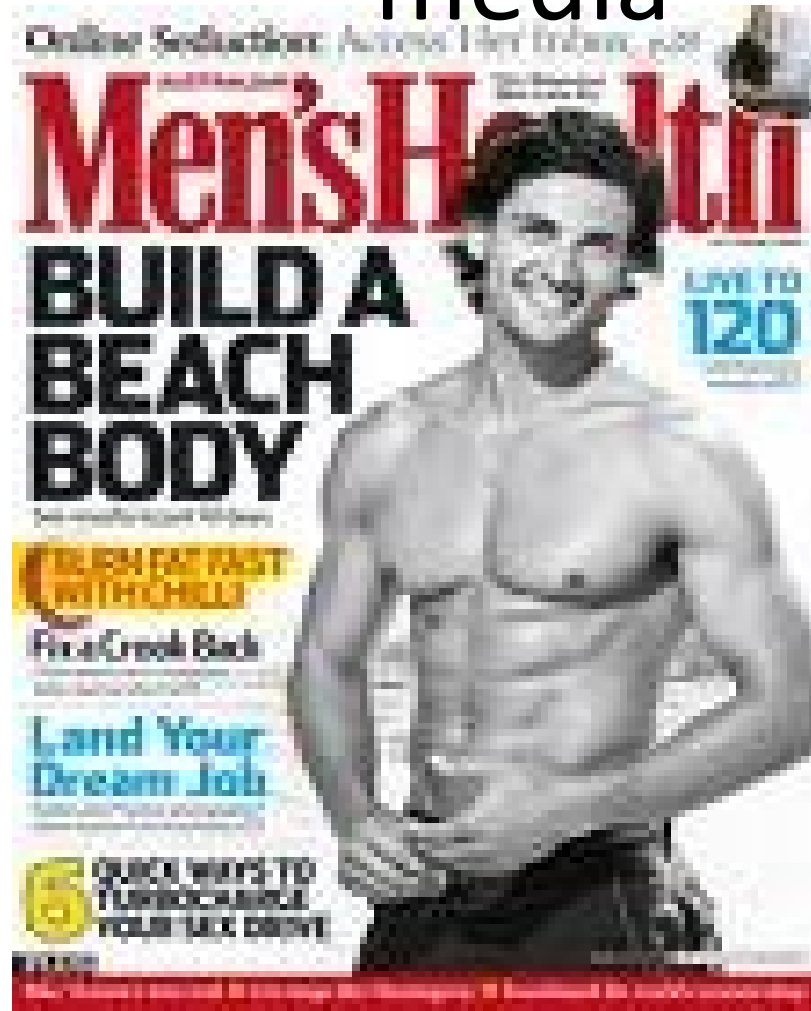


Masculinised constructions of the body in men's health promotion discourse'

Brendan Gough aster subtitle style
Nottingham Trent University

Men's health promotion discourse: media



Men's health promotion discourse: media



Overview

- Men's health promotion discourse: media
- Men's talk about health and embodiment
- Metrosexual men
- Contemporary fatherhood

Masculinities

- Increase in media visibility of men as gendered beings, including men's bodies;
- Men as objects to be consumed, eroticised and idealised (cf 'Men's Health' magazine)
- Men as active consumers of health and beauty (although performed in 'masculine' ways)
- Fragmentation and flexibility of masculinities – 'masculinity' as resource to be defined in vivo and often creatively deployed towards particular contextually relevant ends;

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• 'hegemonic' masculinities remain dominant, although often

The Research

Data:

- MH special supplement (Observer, Nov 2005)
- 2005 UK newspaper articles on men and diet
- HGV man manual (overweight/obesity)
- Male weight loss forum
- Big gay men ('bears') interviews (n=10)
- 'Healthy men' interviews (n=10)
- 'Metrosexual' discussion forums
- Magazine constructions of fatherhood...

Focus:

- How 'hegemonic masculinities' **reproduced creatively and uncritically** (sometimes reworked and resisted):
1970, 10, 10

Men's health promotion discourse: media

MHE
MEN'S HEALTH
FORUM

HAYNES

HGV

All large sizes, shapes and colours

Haynes Owners Workshop Manual

Models covered by this Manual

Inside every HGV is a Mini trying to get out

Men's health promotion discourse: media

Your weight-loss journey:

leaving the car in the garage (the pre-contemplation stage)

getting in the driver's seat (the contemplation stage)

starting the engine (the preparation stage)

releasing the handbrake (the action stage)

reaching your destination (the maintenance stage)

the return journey (the relapse stage) (2.2)

'Do you spend as much time looking after yourself, thinking about what fuel you need to perform well and how best to recharge your batteries as you do your vehicle?

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'Assessing your fuel intake' (5 1)

Men's health promotion discourse: media

- **Man as disembodied logical thinker**

'If you want to lose weight, it is important that you have

realistic expectations' (2.1)

'Men know Diets with a capital D don't work'
(2.3)

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'The most important thing about motivation is goal setting' (2.6)

Men's health promotion discourse: media

Don't be too quick to dismiss the idea of joining an exercise class. Although it may seem like a very hostile environment for the average bloke, there are some classes out there which you may find surprisingly enjoyable... There are many classes that now cater for men, and overweight men in particular (3.20-1)

'Pram walks can be dull. You've got to feel good about the occasion. Provide yourself with an incentive. Make a beeline for the pub that's about 20 minutes away. Fresh air and the promise of a pub lunch (say a wholemeal BLT and a glass of wine) – that should do it.

19/10/10 When you're walking, do your pelvic floor exercises. This will not only help relieve boredom, but also boosts circulation to the

Men's talk about health and lifestyle

Male weight loss forum (Bennet & Gough, in prep)

Manly food preparation:

'in my opinion my kebab tastes better than the ones you get in the kebab house after a night out! Worked for me and two of me mates Friday night'

Whu_1989 (thread 1: 12/01/2009 11:57AM 20-21)

'I think the saying 'a sixpack is made in the kitchen and not in the gym' is 100% true'

Matt14 (thread 5:

23/12/2008 2:24PM 2-3)

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Men's talk about health and lifestyle

Hard bodies:

Think of yourself as a car...the bigger your engine (in this case muscles mass) the more fuel (calories) you'll burn'

Dick (thread 4 29/06/2009 11:43AM 5-6)

'I can see some changes in body shape, my delts are a separate entity again (shoulder balls), if I flex I have noticeable biceps, my legs have some

Metrosexual men

A well-dressed, well-groomed and 'stylish' man still tends to arouse anxieties concerning sexuality and masculinity or the terrifying twosome of the homosexual and the effeminate. Stereotypically, 'real' men don't care what they look like and just 'throw things on' whilst women go shopping and agonize over matters of self-presentation (Edwards, 2003:142)

Metrosexual:

Metrosexual men



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ARE YOU READY FOR IT?

Man-Slap

(Slap= British slang term for make-up)

AS SEEN ON PETER WENTZ & JARED LETO THIS IS PART OF THEIR

PRODUCT=IMAGE

AS SEEN ON THE RUNWAYS

SO SERIOUS ISN'T HE?

ALL FOR GUYS
GIRL'S DON'T TOUCH

5

2

1

4

3

Metrosexual men

Hall & Gough (in press)

sjpetry 11-26-2005, 01:58 am

How about any closet metros?

Simplistic 11-26-2005, 02:02 am

I used to be in the closet about it. It was so annoying. Whenever I'd do something dainty I'd get weird looks from my parents. Eventually they stopped caring and I was tweasing my eyebrows without a care in the world!

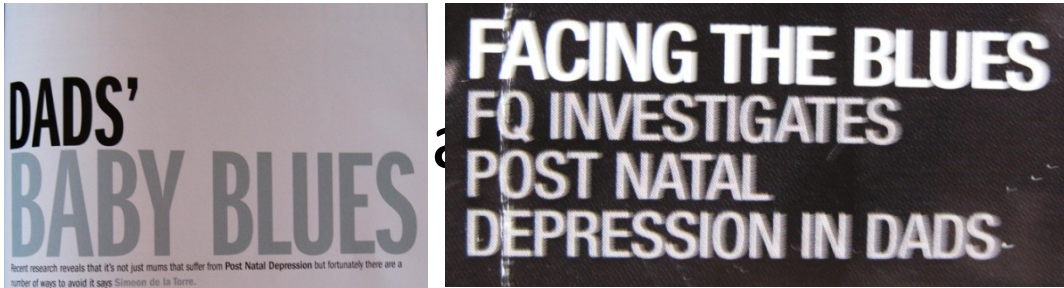
I like the attention I get from being the way I am. Like, I have this attitude that is like, "Hey, ladies. I look good and I don't even know it.. or do I?" So the girls think, "Hmm, that guy looks good, but he doesn't look too full of himself. Let me go talk to him." It's

Contemporary fatherhood



Contemporary fatherhood

Motherhood and femininity discourse re-appropriated:

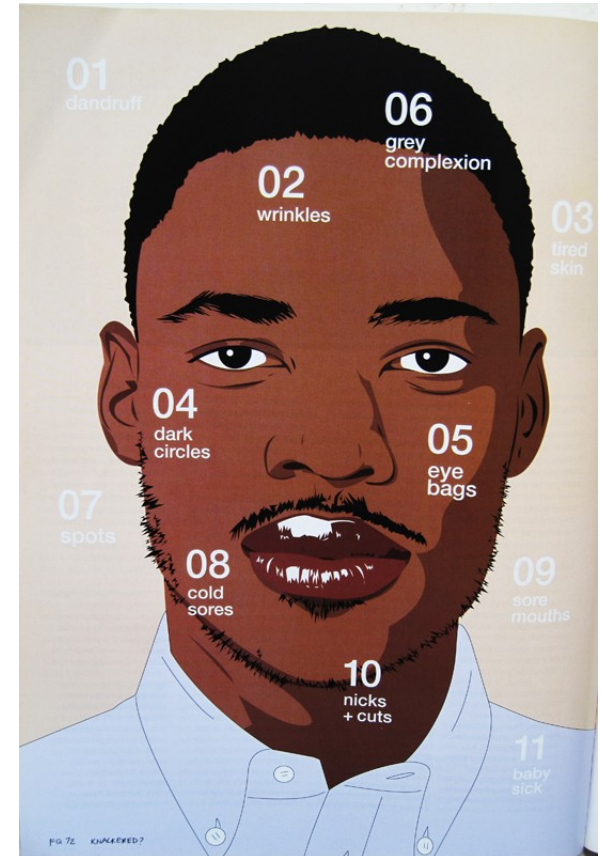


health and beauty advice;

rapid age



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Conclusion

- Complex and fluid situation form men today, new challenges and opportunities for [re-]constructing self, embodiment, relationships...
- Qualitative psychosocial research can facilitate insights into interplay between the personal and the social, the unconscious and the discursive, which inform masculine self-

Thank
you.