



Masculinities and Culture (Management in Education Series)

By John Beynon

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- * What is 'masculinity'? Is 'masculinities' a more appropriate term?
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- * How can masculinities best be researched and theorized?

Masculinities and Culture explores how 'masculinities', or ways of 'being a man', are anchored in time and place; the products of socio-historical and cultural circumstances. It examines the emergence of a masculinity fit for Empire in the mid to late nineteenth century and, by way of contrast, the more recent media-driven, commercial New Man and New Lad masculinity. The author considers some of the media discourses shaping masculinities today, and the formation of specific masculinities in specific settings (such as prisons, hospitals and schools) which both define, and in turn are defined by, strongly held conceptions of acceptable masculine behaviour. He concludes by reviewing a range of ways in which masculinities might be researched, from fieldwork and auto/biographical and life history approaches through to semiotics and the use of both film and literary texts. This lively text provides a comprehensive introduction to contemporary debates concerning masculinities as gendered constructions, along with the means of researching and theorizing them.

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Editorial Review

About the Author

John Beynon is Reader in Media, Cultural and Communication Studies at the University of Glamorgan, Wales, UK. Amongst his recent publications (both with David Dunkerley) are *Perspectives on Globalization* (1999) and *Globalization: The Reader* (2000). He has lectured in cultural, media and communication studies in Britain, Europe and the USA for over 25 years. In 1991, he founded the European Cultural Studies Network, which he co-ordinated until 2000.

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