

Rhetoric of Masculinity

Male Body Image, Media, and Gender Role Stress/Conflict

Edited by Donnalyn Pompper

LEXINGTON BOOKS

Lanham • Boulder • New York • London

Contents

Acknowledgments	vii
Introduction: Male GRC/S as Viewed through Psychology and Communication Lenses <i>Donnalyn Pompper</i>	1
UNIT I: MASCULINITIES IN NATURE OR NURTURE	
1 Taking the Natural Red Pill: Conflicting Gender Roles through Nature and Antiquity in the Manosphere <i>Marcia Allison and Jesper Greve Kristensen</i>	21
2 Case Studies of Male Rhetorical Mediation of Sexual Violence and Gender Role Stress/Conflict in the #MeToo Era <i>Robert Mundy</i>	39
3 When Nothing Changes into Something: Gender Role Stress/Conflict Among Asexual Viewers of <i>BoJack Horseman</i> <i>ben Brandley and Katherine Mullé</i>	59
4 Pulling Back the Curtain on Advertisers' Perceptions of Male Images in U.S. Ads <i>Juan Mundel and Maria De Moya</i>	79
5 Dirty Work Masculinity and Coping Strategies among Garbage Collectors <i>Akira Sai and Taro Yamauchi</i>	99

UNIT II: MASCULINITY AND SOCIAL IDENTITY INTERSECTIONALITIES

- 6 Exploring Masculinities in Ancient and Up-and-Coming Sports in South East Asia 119
Mark Brooke
- 7 Masculinity, Identity, and Disabled Veterans: How British Audiences Respond to Representations of Military Veterans on Prime-Time BBC Programmes 141
Jenna Pitchford-Hyde
- 8 Nawaz Sharif: The Rise and Fall of a Pakistani *Sher* (Big Cat) 163
Sakina Jangbar
- 9 The Machismo Conflict of Bad Bunny's *Yo Perreo Sola* in Reggaetón 183
Nathian Shae Rodriguez

UNIT III: MASCULINITIES AND EMOTIONALITY

- 10 "Bitch-Ass Pussy!": Perceptions of Abused Men Predicted by Media, Educational, and Experiential Topic Exposure 205
Jessica Eckstein and Jessica Cherry
- 11 It's Not Unusual, or Is It? Tom Jones' Unique Blend of Heteromasculine Emotionality 229
Donnalyn Pompper
- 12 Retire *Like a Man*: Peyton Manning, Andrew Luck, and Competing Masculinities 247
Anthony LaStrape and Ann Burnette
- 13 A Critical Exploration of Pandemic Protection as a Threat to Masculinity: Facemask Usage and Gender 269
James Carviou and Jennifer Jackson
- 14 New Media Masculinities: How YouTube Influencers Incubate Masculine Ideologies and Mentor Males Through Gender Role Conflict/Stress 287
Gabriel Parks, Daniel Russo, and Jenni Simon
- 15 Conclusion: Agency for All, Where It Counts 307
Donnalyn Pompper
- Index 315
- About the Contributors 327