

Contents

Acknowledgments

ix

Foreword

xi

MICHAEL S. KIMMEL

Introduction

1. Considering Men and the Media

1

STEVE CRAIG

Part One: Past Study on Men and the Media

2. Masculinity as Fact: A Review of Empirical
Mass Communication Research on Masculinity

9

FRED J. FEJES

3. Masculinity as Signs: Poststructuralist Feminist
Approaches to the Study of Gender

23

DIANA SACO

Part Two: Case Studies of Media and Masculinities

4. Metal Men and Glamour Boys: Gender
Performance in Heavy Metal

41

STAN DENSKI

DAVID SHOLLE

5. Superman/Superboys/Supermen:
The Comic Book Hero as Socializing Agent 61
NORMA PECORA
6. Beer Commercials: A Manual on Masculinity 78
LANCE STRATE

Part Three: Representations of Men's Relationships

7. Buddies and Pals: A History of Male Friendships
on Prime-Time Television 93
LYNN C. SPANGLER
8. From *Good Times* to *The Cosby Show*:
Perceptions of Changing Televised Images
Among Black Fathers and Sons 111
VENISE T. BERRY
9. Masculinity and Machismo in
Hollywood's War Films 124
RALPH R. DONALD

Part Four: Men, Media, and the Gender Order

10. When Men Put on Appearances: Advertising
and the Social Construction of Masculinity 137
DIANE BARTHEL
11. Men and the News Media:
The Male Presence and Its Effect 154
DAVID CROTEAU
WILLIAM HOYNES
12. Images of Men in Sport Media: The Social
Reproduction of Gender Order 169
DONALD SABO
SUE CURRY JANSEN

Part Five: Reading Mediated Masculinity

13. Redesigning Men: Hegemonic
Masculinity in Transition 185
ROBERT HANKE

14.	Gaze Out of Bounds: Men Watching Men on Television	199
	CLAY STEINMAN	
15.	The Transatlantic Gaze: Masculinities, Youth, and the American Imaginary	215
	JEFF HEARN	
	ANTONIO MELECHI	
	References	233
	Author Index	255
	Subject Index	262
	About the Contributors	268