

Contents

1	Introduction: Analyzing Gender Construction in Women's Magazines	1
2	Approaches to Studying Language and Gender	19
3	Women's and Men's Magazines	35
4	Data and Method	59
5	Lads, Blokes and Monsters: Strategies of Naming and Description	85
6	'Good Men' and 'Bad Men': Equating and Contrasting	123
7	Representing Processes	153
8	Implicit Masculinity: Assuming and Implying	187

9 Conclusion: The Men in ‘Women’s Worlds’	215
References	233
Index	251