

# Discourse Analysis of Modern Masculinity in Advertising

Toms KREICBERGS

RTU Faculty of Engineering Economics and Management of Riga Technical University  
Riga, Latvia

Deniss ŠĀEULOVS

RTU Faculty of Engineering Economics and Management of Riga Technical University  
Riga, Latvia

## ABSTRACT

This research paper focuses on discussing the discourse on consumers over modern masculinity as a concept in three specific ads. The ads discussed in the paper are from brands that have centered on a new definition of masculinity in their commercials, such as Dove Men Care, Lynx and Bonobos. According to the literature review, modern masculinity is associated with a display of fashion, culture and an open mind set that revolves around progress and forward-thinking. Modern masculinity is correlated with men being sensitive and being brave enough to be whoever they want and be. While traditional masculinity, among other things, is associated with the display of strength, power, and bravery linked to a sense of patriotism and strong decisiveness where heterosexuality and the role of breadwinner are dominant. However, the discourse analysis showed a slightly different and more personal perception of these concepts, implying that consumers are much more divided when it comes to discussing masculinity. This means that companies must be careful in the way portraying men in their advertising in order to achieve positive awareness and consequently have the message resonate with the consumers.

**Keywords:** Advertising, Discourse, Masculinity, Modern, Gender

## 1. INTRODUCTION

The objective of this research was to determine consumers' opinions about modern masculinity, identifying their main thoughts on the subject, as well as analyzing if companies should invest in using the concept of modern masculinity in their advertising because it resonates well with the consumers. From a marketing perspective the topic was very relevant because it focuses on the importance of understanding whether it is advised for companies to depict modern masculinity in their marketing or whether it is not. Perhaps modern masculinity could have become a distraction for the consumers, or could not resonate well with them, therefore it was relevant to research to then advice companies to

weather or not to include the concept in their marketing communication strategy. Companies can learn from the experience of other companies that depicted modern masculinity in their advertising.

One of the main concerns is how the concept of masculinity is constantly changing, which naturally creates a problem in the communication strategy - "Societies changing notions of who men should be, combined with media images that derided who they currently are, leave many men bewildered as to whether they can do anything right" [1]. Therefore, the challenge is that men do not know whether they should possess traditional or modern masculinity traits. Consequently, the research question of this study focused on finding out what the discourse of modern masculinity is and how is it connected to advertising, in specific using three ads as examples.

The research question was: "What are the discourses that emerge from modern masculinity in advertent? As well as how do the three ads- Bonobos "*Evolve the definition*", Dove Men Care "*Calls for dads*" and Lynx "*Is it ok for guys*"- resonate with the consumers?"

## 2. LITERATURE REVIEW

It is worth noting that the literature used for this literature review chapter is from studies conducted in the Western World with a few exceptions to mark out the differences in the findings as masculinity already has different interpretations among the Western countries. However, among the entire world modern masculinity has a complete wide range of interpretations. "For the people in the Western world, in particular, it is easy to forget that what we could consider 'macho' behaviors are not necessarily in sync with masculinity in other societies. In reality, the Western version of masculinity is fairly modern and geographically limited" [1].

First, a definition for the word 'modern' must be provided. Authors Blaine Branchik and Tilottama Chowdhury in their article *Self-oriented Masculinity* provide an explanation saying: "Modern (new) What forward-

thinking people use, contemporary, modern, new improved, progressive, advanced; introducing, announcing [2]. Naturally, this definition as is the case with many definitions is wide open for interpretation.

It is important to mention that during the literature review it was found that occasionally in the concept of modern masculinity the modern man was addressed with different wording and identified as, for example, the *new lad*. “New Lad- modern men ‘progressive’ or ‘optimistic’ rhetoric of change has come to dominate public debates on gender equality” [3]. This shows that the new lad is essentially the modern man, which therefore refers to modern masculinity and to being open-minded and progressive, and as the quote suggests, this concept also opens a conversation about gender equality.

Modern masculinity is rather difficult to define due to the subjectivity of the topic. However, several authors have provided their take on modern masculinity saying that it entails progressive thinking [3], culture [4], being apologetic [1], open mind [5], narcissism and immaturity [6], fashion [4], being sensitive [1], inclusiveness [5], forward thinking [2] and being brave enough to be whoever the man wants [1]. Some authors see men who display traits of modern masculinity as “sufficiently confident in their masculinity to be willing to embrace their feminine sides- and to do so publicly” [1].

Traditional masculinity, on the other hand, is easier to define from the current theoretical perspective, as many authors have done so, some of whom provided a rather narrow definition, while others provided a more general and open-ended definition: “Masculinity is a term generally used to denote a set of characteristics, actions, attitudes, expectations, and ways of being that a particular society maintains for men. What is considered masculine changes over time and varies between and within social classes, racial and ethnic groups, subcultures, cultures, and societies” [7]. Another definition provided stated that “Masculinity refers to the socially produced but embodied ways of being male. Its manifestations include manners of speech, behavior, gestures, social interaction, a division of tasks “proper” to men and women, and an overall narrative that positions it as superior to its perceived antithesis, femininity” [8].

### 3. METHODOLOGY

In this research the focus was on a qualitative approach method. YouTube was chosen as the platform from where the data was gathered to then be analyzed and ordered into discourses about the concept of modern masculinity. The reason for choosing YouTube is that it provides a certain level of authenticity [9]. It is argued that user-generated material on the Internet, particularly YouTube, has its ‘freshness’ and ‘spontaneity’ that offers a new form of

‘authenticity’ in mediated communication, where users are more open and speak freely by posting text comments [9].

To support this argument, it has been stated that: “YouTube is a key site where the discourses of participatory culture and the emergence of the creative, empowered consumer have been played out” [10]. According to the authors of the book *Discourse and Digital Practices*: “YouTube has attracted academic interest in an emerging literature that tends to view it as a technological, media or cultural phenomenon. On the face of it, YouTube is a website where people watch videos, and not a ‘text’. Nevertheless, YouTube pages are sometimes discussed in terms of text and discourse [11] and several studies have pointed out to the role of language in the management and retrieval of videos” [11].

Even though the chosen method focused on collection of a large amount of online data, it is still considered to be a qualitative method due to the focus on words and patterns and not statistical numbers. As many researchers point out, qualitative methods do not mean that the researcher must only use a small sample for data collection.

In order to choose the ads, which would become the main subject of analysis, they had to meet certain criteria. First, the ad had to be on YouTube, since it is a popular site and as argued before has academic value, as well as it is fairly easy to download the comments from YouTube as oppose to other sites. Second, the ad had to have modern masculinity at the core of the ad, based on the theory of what does modern masculinity entail. And third, the ad had to have a lot of comments and views, meaning the ad had to have a relevant exposure and number of people talking about it, and providing their opinions on modern masculinity which was the topic depicted in the ads, which would therefore provide as much material for the analysis as possible.

Based on the criteria three ads were chosen to analyze- Bonobos “Evolve the definition”; Dove Men Care “Calls for dads”; and Lynx “Is it ok for guys...” ads. All three ads met the aforementioned criteria. Dove Men Care’s ad “Calls for dads” had more than 20 million views and more than 2000 comments on YouTube (it had two uploads with identical videos), while Bonobos ad “*Evolve the definition*” had more than 10 million views and nearly 5000 comments on YouTube with a lot of insightful comments about the subject of modern masculinity. And Lynx’s ad called “*Is it ok for guys...*” had more than 2 million views with more than 260 comments, which all together combined made a total of more than 7000 comments that were ideal to collect and use to conduct a comprehensive discourse analysis.

Once the comments from all three ads were downloaded using a helpful tool called *YouTube Comment Scrape*, it was time to begin the coding process. To start the coding process, comments were highlighted in three different

colors: green; red and gray. Each color had a different meaning: the comments in green were supportive of modern masculinity, while the red one were opposing comment against modern masculinity. The grey ones were neutral or irrelevant to the topic. This process was helpful in determining an initial understating of how ads resonated with the consumers.

Then followed the open coding which consisted in analyzing the data and ordering it into initial categories within the positive and negative comments. The categories were all linked to the research question: it was considered how the consumer discussed the topic of masculinity and which emotional reactions were caused by the ad. Then it was proceeded with the axial coding, where the focus was on understanding the interconnection among those categories and masculinity. The analysis conducted was based on the language and the focus was on key words such as “masculine, masculinity, male, men” that were used in the comments, and tried to detect if any thread or pattern developed from the process. Consequentially, a description was given to all the categories and from them the main discourses, which can be found in the Results and Discussion part of this research, were identified.

Finally, the views, comments, likes and dislikes of the ads, were easily determined since YouTube, very clearly, provided all these figures. Consequentially, the ratios of engagement of consumers as well as the like/dislike ratio were computed.

#### **4. RESULTS AND DISCUSSION**

The first finding that was relevant to be discussed was the fact that discourse analysis revealed a great appreciation of depiction of fathers who are caring and reliable. To quote one of the consumers “Love seeing a video that exemplifies the 21st Century Dad - active, involved, and hands-on with their children” (Dove Men Care’s ad). The literature review, however, provides a rather grim characterization of fatherhood. Michael Kimmel [5], for instance, argues that men do not show affection to their children and often are incapable to show nurturance.

In addition, other authors argue, that many men are simply not around to experience their children growing up [12], let alone showing care and being active and involved. According to the theory, men have not been a good role models for their kids [1], but that is not what the discourse analysis showed. Dove’s comment section presented touching stories from people that shared how their dads were deeply involved in their lives and helped to raise them, as well as dads showing appreciation to Dove for the ad and telling how much the kids meant to them. However, there were also negative comments, even though the substance of those comments were not so much directed to dads as men, but rather to men who use skin care products and off the topic discourse in favor of traditional masculinity in general, that was not related to the parenting discourse.

Another crucial finding was the big contrast between the discourse of Lynx’s and Bonobos’ ads. While Lynx ad had a generally positive discourse, pointing out the emotional aspects of men, since that seems to be the main focus of the Lynx’s ad, Bonobos’ on the other hand had a very negative discourse. The discourse of the Lynx’s ad was largely commenting on the fact that men also have emotions and they should be allowed to express them. For example, “thank you for this!! men need this kind of public support too, not just women!” (Lynx’s ad). This discourse provides a new take on the theory, because the subject of emotionality of masculinity was not mentioned almost at all, during the literature search.

From a theoretical perspective, there is little discussion among the academics and authors on how men are also emotional beings and should be able to display that without judgment from the society. Some authors talked about how society pressures men’s behavior, to name a few: Craig [13] and Wortmann [7], both discussed the pressure men feel to act in certain way in order not to lose their sense of masculinity. The pressure was both from a societal and personal perspective. Additionally, this finding strengthened the finding of how advertising both reflects on the culture and shapes the culture [2].

However, on the other hand the finding that men in their masculinity should display their emotions is undercut by the discourse of the Bonobos’ ad, which showed numerous negative comments, rejecting the notion of modern masculinity and showing a strong support of traditional masculinity. As Michael Kimmel [5] argues, there are always supporters on traditional masculinity, due to nostalgia and desire to keep the historically dominant status in the general gender debate. These points are both visible in the gender discourse and opposing discourses. Thus supporting Kimmel’s [5] suggestions that traditional masculinity is supported by historic events and overall nostalgia of the past. This agreed with what Raewyn Connell [14] argued in her research where she talked about men and how they like to cling on traditional masculinity concepts to preserve their dominant status in economics, politics and society in general.

In continuing the discussion of how Michael Kimmel’s and Raewyn Connell’s it must be pointed out that both speak about an issue that is concurred by another author. Salzman [1] argues that from a theoretical perspective men are harming themselves and others by clinging to the traditional masculinity and imposing a rather narrow view of what masculinity should be [1]. Some of the consumers expressed their views which were significant for understanding the theory, for example: “Think about it - what your really saying here is What makes a man is being a woman.... If I’m judged as a homophobe, chauvinist pig so be it. Truth will always be truth. Hot hot, cold cold. If you feminise Masculinity and masculinise Femininity what do you have left?” (Dove Men Care’s ad). Therefore, some of the discourse analysis seems to prove of what the

theory is suggesting, that men are harming others and themselves by stubbornly clinging on to old fashioned elements of traditional masculinity and rejecting any new traits of masculinity.

Another relevant finding from the analysis is the view of modern masculinity as essentially metrosexuality. In the chapter about the literature review, it was discussed in detail of what metrosexuality is [1], and from the general discourse analysis it seemed that a lot of consumers made a direct link between modern masculinity and metrosexuality. Since, in the comments, the focus on modern masculinity was strictly directed toward the physical appearance like hair, clothes and the use of grooming products, which correspondingly seems to point to a rather narrow characterization of modern masculinity from the consumers' perspective. Although it must be noted that in some of the theoretical articles and books, sometimes there was a thin line between the two concepts. The fact that this linkage is so strong between many consumers, it points out to the obvious fact that people still do not know how to properly characterize modern masculinity and what exactly does that entail. The discourse analysis seemed to point out to a rather superficial view of modern masculinity, something that can also be seen in the literature review [15]. Consequently, I would argue that there seems to be a gap between the theory and what consumers seem to think about and modern masculinity. By having a clear understanding of what does modern masculinity entail from the theoretical perspective, and seeing how consumers perceive it, it came to light that consumers' understanding of modern masculinity is mostly focused on the appearance, therefore showing a clear lack of understanding of the concept itself. This, hence, questioned the objectiveness and fairness of the comments due to the lack of understanding of the concepts that the audience itself was talking and commenting about. However, on the other hand, it should be considered the set of ideas that consumers seem to have about modern masculinity cannot change overnight.

Another finding that became apparent from the discourse analysis was that no one from the consumers used words such as 'modern masculinity' or 'new man' or 'new lad' in their comments. The YouTube commentators analyzed in this discourse analysis only used the word masculinity to describe the phenomenon depicted in the ads, which makes it seem as the term modern masculinity is something that only academics use. Meaning also that, whether it is modern masculinity or traditional masculinity, for the average consumer, it is all just defined as masculinity. This showed that the traits of masculinity are strictly debatable and subjective and are more related to a question of 'shades of masculinity'.

#### 4.1. Discourse Analysis

The discourses that emerged from the YouTube comments from the three ads used in this research were: the parenting

discourse, the supportive discourse, the opposing discourse, the gender discourse and the political discourse. A summary of the description of the findings from the conducted discourse analysis can be found in the Table 1.

**Table 1**  
Discourse analysis of YouTube comments from the Dove, Bonobos and Lynx ads

Discourse	Description of the discourse	Focus of the discourse	Presence
Parenting discourse	Positive discourse, personal stories about children and fathers, and how much that means to the consumers	Fathers and the necessity of them in the upbringing of children	Only in Dove Men Care commercial "Calls for Dads" ad
Supportive discourse	Supportive of the ideological message expressed in the ads about masculinity, positive discourse	Masculinity as a concept, that needs to become more modern as it is depicted in the ads	Mostly in Lynx "Is it ok for guys" ad and Dove Men Care "Calls for dads" ad
Opposing discourse	Very negative discourse, rejecting the notion that masculinity has to become more modern.	Men and masculinity as a concept that does not need to change, because it sends the wrong message to men, and makes them weak	Mostly in Bonobos "Evolve the definition" ad as well as Lynx "Is it ok for guys" ad
Gender discourse	Expressing anger, and confusion about the message depicted in the ads, negative discourse	Arguments between men and women about which gender is under larger scrutiny from the public and the media	Mostly in Bonobos "Evolve the definition" as well as Lynx "Is it ok for guys"
Political discourse	Very negative discourse displaying sarcasm and anger. Defensive of one political side or attacking the other political side	Attacking liberals for trying to modernise the concept of masculinity. Blaming political correctness as a phenomenon that is ruining the society	Almost only in Bonobos "Evolve the definition" ad

Source: Authors' work

#### 4.2. The resonance with the audience

Since a vital part of the research question of this study was to find out how the three ads resonated with the consumers, the utmost importance was to analyze the data of the ads from YouTube based on the views, comments, likes and dislikes that the ads had generated (Table 2). These figures are important, because they show several key features of the ads' performance.

**Table 2**

Results of the consumer engagement of Bonobos, Dove and Lynx ads

Ad	Views (Mil.)	Comments	Likes (k)	Dislikes (k)	Like/Dislike ratio	Engagement (Views/Comment ratio)
Bonobos	10,09	4629	16	38	0,42	2179,7
Dove	20,68	2287	35,9	3,6	9,97	4411,9
Lynx	2,36	259	1,5	0,19	7,89	38957,5

Source: Authors' work

For instance, by analyzing the amount of views and the amount of comments, that the ad has gotten, and diving the two figures, it is possible to get the views per comment ratio, which shows how many views are there per one comment. In other words, it shows the consumer engagement of the ad. Meaning, how compelled were the consumers to post a comment and express their thoughts on the issue of modern masculinity or other aspect that seemed relevant for them after watching the ad. Another important ratio was the likes per dislikes ratio: it is the number of likes divided by the amount of dislikes, meaning the higher the number, the more people liked the ad.

As seen in the Table 2, the most watched ad was Dove Men Care's ad "Calls for Dads" with more than 20 million views, which showed great awareness. Bonobos' ad "Evolve the definition" had a little bit over 10million views, which was also a lot of awareness for an ad on YouTube. Lynx's ad "Is it ok for guys", however, had 2,36 million views, which did not seem like a lot compared to the other two ads, but it actually showed a great level of awareness, which indicated interest from the consumers about the subject of modern masculinity in general.

Even though Dove Men Care ad had the most views, it did not have the most comments, with 4,6 thousand comments Bonobos ad got the most comments, while Dove Men Care ad had 2,3 thousand and Lynx ad had only 259 comments. However, one could argue that these numbers on their own are rather unrepresentative, because it must be taken into account how many people have seen the ads. Therefore, when the views per comments are divided, it is possible to get a better understanding of the engagement of the viewers of the ad. The smaller the number the more engaged the viewers were. After doing so, it becomes apparent that Bonobos' ad viewers were by far the most engaged, because every 2180th person who watched the ad felt compelled to post a comment. For Dove it was every 4412th person who watched the ad posted a comment. And finally, by far the least engaged viewers were for the Lynx's ad because only every 38957th viewer posted a comment after watching the ad.

A more simplistic determination can be done of how likable the ads by were by simply dividing the number of likes by the number of dislikes. In doing so, it is obvious that people strongly disliked the Bonobos ad depicting

modern masculinity, because it had substantially more dislikes than likes. In contrast, both Lynx's and Dove Men Care's ads got far more likes than dislikes. Lynx's got 7,9 times more likes than dislikes and Dove's was the most likeable ad of the three with 9, 97 times more likes than dislikes.

Another relevant aspect of determining of how the three ads resonated with the consumers is to take another look at the comments and the substance of those comments, and see how many were supportive, or opposing or neutral comments to the message and the ad itself. During the reading of the comments, notes were taken to classify how many comments were supportive, how many were opposing and how many were neutral or impossible to classify due to very strong ambiguity in the language. The results of this can be seen in the Figure 2. It must be noted that the comments which were in different languages or were impossible to understand were put as neutral comments. The comments are put in the figure as percentages and the number is rounded up.

**Table 3**

The support in the comments of Bonobos, Dove and Lynx ads

Commercial	Supportive comments	Opposing comments	Neutral comments
Bonobos	11%	58%	31%
Dove	43%	14%	43%
Lynx	38%	41%	21%

Source: Authors' work

As it can be seen in the Table 3, Bonobos' ad had less supportive comments, which directly correlated to the overwhelmingly negative evaluation seen in the like/dislike ratio, analyzed in Table 2. Lynx's ad, however, had nearly as many supportive comments as it had negative comments. However, Dove Men Care's ad seemed to resonate the most with consumers in a positive way, since it generated 43% supportive comments about modern masculinity. Although, it also had a lot of neutral comments, it did, however, have less opposing negative comments posted under the ad, which shows how well the ad resonated with the consumers.

## 5. CONCLUSION

First of all, the discourses that emerged from modern masculinity in advertising, at least in the three specific examples used for this study, were: a parenting discourse that focused on fathers; supportive discourse of modern masculinity; opposing discourse of modern masculinity; gender discourse and political discourse. As well as two other discourses that were not analyzed and discussed since they had no relevance to the topic of modern masculinity.

Parenting discourse can only be observed in Dove Men Care ad's YouTube comment section, where consumers expressed their gratitude for depicting modern 21st

century dads, who are involved with their families and caring toward their children. Supportive discourse was very positive and appreciative of depiction of progressive, emotional and honest men. The discourse was observed in all the ads' comment section, particularly in Lynx's and Dove Men Care's ads. The opposing discourse was observed in all three cases; however, it was particularly dominant in Bonobos' comment section. The discourse was very negative and showed strong support of traditional masculinity traits as well as it showed strong dislikes for depiction of modern masculinity and even showed signs of an homophobic rhetoric. The gender discourse was mostly observed in the cases of Bonobos' and Lynx' ads with consumers arguing about the oppression of the gender and equal rights. And finally, the political discourse was also mostly observed in Lynx' and Bonobos' ads with consumers taking political stance and blaming liberals and left-wing politicians for imposing political correctness in relation to modern masculinity.

Second, even though all three ads had the same main message at the core of them, which is modern masculinity, the ads resonated very differently with the consumers. Dove Men Care ad seems to resonate the best with the consumers, because it generated a lot of comments per views, which means that the consumers were engaged in the ad, and the substance of the comments were positive and supportive. Lynx ad had very little comments considering the amount of views, however, the substance of the comments were relatively supportive of modern masculinity. And finally, Bonobos's did not resonate well, even though it got the most comments and comments per views, since most comments were negative and opposing of modern masculinity which was the main message of the ad.

Third, during the study it became apparent that there was a gap between what is considered as modern masculinity from a theoretical standpoint and what most consumers consider modern masculinity to be. By analyzing the discourse, it became apparent that consumers associate modern masculinity mostly with metrosexuality, meaning, they put focus on only the physical appearance and grooming products and treatments. However, according to the extensive literature review, modern masculinity entails much more than just those elements of appearance. Therefore, it was concluded that there is a gap between theory and reality for the concept of modern masculinity. Finally, the limitation of this study meant that other ads could have been included to use as examples to analyze the discourses, perhaps including an ad depicting traditional masculinity and compare the discourses. Nevertheless, future research could and should entail a comparison of discourses of ads depicting traditional masculinity and modern masculinity, as well as possible focus groups to expand and diversify the data collection.

## 6. REFERENCES

- [1] M. Salzman, I. Matathia, and A. O'Reilly, **The Future of Men**, New York: Palgrave Macmillan, 2005.
- [2] B. Branchik, and T. Chowdhury, "Self-oriented Masculinity: Advertisements and the Changing Culture of the Male Market", **Journal of Macro marketing**, 33(2), 2012, pp. 160-171.
- [3] D. Ging, **Men and Masculinities in Irish Cinema**, London: Palgrave Macmillan, 2013.
- [4] L. Oswald, "Psychoanalysis and advertising: Positioning the consumer in advertising discourse", **The University of Illinois, Urbana-Champaign, IL**, 2007, pp. 35-38.
- [5] M. Kimmel, **Manhood in America: A Cultural History**, New York: The Free Press, 1996.
- [6] D. Coad, **The Metrosexual Gender, Sexuality, and Sport**, Albany: The State University of New York Press, 2008.
- [7] S. Wortmann, and N. Park, **Encyclopaedia of Consumer Culture: Masculinity**. Thousand Oaks: SAGE Publications, 2011.
- [8] S. Srivastava, "Modi-Masculinity: Media, Manhood, and "Traditions" in a Time of Consumerism", **Special issue: Modi and the Media: Indian Politics and Electoral Aftermath**, Vol. 16(4), 2016, pp. 331– 338.
- [9] A. Tolson, "A new authenticity? Communicative practices on YouTube", **Critical Discourse Studies**, 7:4, 2010, pp. 277-289.
- [10] P. Benson, **The Discourse of YouTube : Multimodal Text in a Global Context**, New York: Routledge, 2016.
- [11] R. Jones, A. Chik, and C. Hafner, **Discourse and Digital practices: Doing Discourse Analysis in the Digital Age**, New York: Routledge, 2015.
- [12] N. Dowd, **The Man Question: Male Subordination and Privilege**, New York: New York University Press, 2010.
- [13] S. Craig, **Men, Masculinity, and the Media**, Newbury Park: Sage Publications, Inc, 1992.
- [14] R. Connell, "The study of masculinities", **Qualitative Research Journal**, Vol. 14 Issue: 1, 2014, pp. 5-15.
- [15] G. Cross, **Men to Boys: The Making of Modern Immaturity**, New York: Columbia University Press, 2008.
- [16] D. An, and S. Kim, "Relating Hofstede's masculinity dimension to gender role portrayals in advertising: A cross-cultural comparison of web advertisements", **International Marketing Review**, Vol. 24 No. 2, 2007.
- [17] H. Cheong and S. Kaur, "Legitimizing male grooming through packaging discourse: a linguistic analysis", **Social Semiotics**, 25:3, 2015, pp. 364-385.
- [18] N. Coulter, "Selling the Male Consumer the Playboy Way", **York University, Popular Communication**, Volume 12, 2014, pp. 139–152.
- [19] K. Green and M. Oort, M. (2013) "We Wear No Pants: Selling the Crisis of Masculinity in the 2010 Super Bowl Commercials. Signs", **The University of Chicago Press**, Vol. 38, No. 3 (Spring 2013), 2013, pp. 695-719.
- [20] N. Hrynyk, "Strutting Like a Peacock: Masculinity, Consumerism, and Men's Fashion in Toronto in 1966-72", **Journal of Canadian studies**, Volume 49, Number 3, 2015.
- [21] R. Kolbe and P. Albanese, "Man to man: A content analysis of sole-male images in male-audience magazines", **Journal of Advertising**, 25(4), 1996, pp. 1–20.
- [22] B. Kristen, "The Well-coiffed Man: Class, Race, and Heterosexual Masculinity in the Hair Salon." **Gender & Society**, 22 (4), 2008, pp. 455–476.
- [23] B. Pollack and B. Todd, "Before Charles Atlas: Earle Liederman, the 1920s King of Mail-Order Muscle", **Journal of Sport History**, Volume 44, Number 3, 2017, pp. 399-420