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Masculinity and Femininity Culture Jam

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Idealized body image is promoted through such institutions as male-dominated sports (Langman, 2003) and female-dominated beauty pageants (Maine and Kelly, 2005). This becomes problematic in that "Bodies that are valued in contemporary Western culture are those that are 'lived', active, fit, young, sexually attractive and healthy looking" (Monaghan, 2001, as cited in Lyons, 2009, p. 405).

Furthermore, "Masculine bodies are represented as hard, dry, invulnerable, strong, powerful, dominating and active (Bunton & 1993); while feminine bodies are soft (leaky, vulnerable, passive (Shildrick, 1997; 2009, p. 405). Johnson (2014) stated "The and gender revolves around two concepts-femininity and masculinity that encourage us to think about men and women as different kinds of people (p. 30). In actuality, "Different gender forms are different ways of life rather than fixed character types" (Connell, 2005, p. 19). Connell and Messerschmidt (2005) stated, "Gender is always relational, and patterns of masculinity are socially defined in contradistinction from some model (whether real or imaginary) of femininity" p. 348). In Western societies, this clash nurtures social inequalities grounded in patriarchy. In patriarchal culture "it is about how social life is and what it is supposed to be. . . . It is about standards of feminine beauty and masculine toughness. . . . It is about defining women and men as opposites. . . . It is about the valuing of masculinity and manhood and the devaluing of femininity and womanhood. . . . It is about the social acceptability of anger, rage, and toughness in men but not in women, and of caring, tenderness, and vulnerability in women but not in men. Above all, it is about the core value of domination in almost every area of human existence" (Johnson, 2014, p. 37). What is needed at this time is an alliance between men and women for achieving equality and to overcome gender injustice (p. 555). I believe gender equality is possible despite any evidence to the contrary, we just have to try a little harder.



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