

HEGEMONIC MASCULINITY

CONNELL (1995)



Raewyn Connell is an Australian sociologist best known for her groundbreaking work on gender and masculinity. She has contributed significantly to understanding how power structures, particularly patriarchy, shape gender roles and identities. Connell is a transgender woman, and her insights are informed by her personal and academic experiences. Her most influential work is *Masculinities* (1995), where she introduces key concepts like **hegemonic masculinity**.

Methodology

Connell's research is rooted in qualitative analysis, drawing on various methods:

- **Media Analysis:** Examining texts, films, and advertisements to understand how masculinity is represented in media.
- **Interviews and Case Studies:** Gathering perspectives from individuals to understand lived experiences of masculinity.
- **Sociological Theorising:** Using theories of power, gender, and social construction to interpret cultural norms and practices.

Findings

• Hegemonic Masculinity

Connell developed the concept of hegemonic masculinity, referring to the dominant form of masculinity that upholds male privilege and reinforces gender inequality.

Hegemonic masculinity emphasizes traits like toughness, aggression, heterosexuality, emotional restraint, and dominance over women and subordinate masculinities (e.g., gay or effeminate men).

• Media Representations

Media often reinforces hegemonic masculinity through portrayals of men as action heroes, breadwinners, or figures of authority. For example:

- **Films:** James Bond epitomizes hegemonic masculinity with his control, power, and heterosexual charm.
- **Advertisements:** Sports commercials frequently depict men as physically strong, competitive, and emotionless.

Alternative masculinities (e.g., sensitive or nurturing men) are marginalized or ridiculed in media.



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Findings (cont)

Impact on Society

- Hegemonic masculinity creates unrealistic expectations for men, leading to issues like toxic masculinity, gender-based violence, and suppression of emotions.
- It perpetuates gender inequality by reinforcing male dominance and sidelining women in positions of power or authority.

Examples of Hegemonic Masculinity in Media

1. **Action Movies:** Characters like Jason Bourne or Superman portray physical dominance and emotional control as ideal male traits.
2. **Sports Advertising:** Campaigns by brands like Nike focus on toughness, competition, and physical superiority.
3. **Video Games:** Games such as Call of Duty often emphasize militaristic and hyper-masculine ideals.

Criticisms of Connell's Work

1. **Simplification of Masculinity:** Critics argue that the concept of hegemonic masculinity oversimplifies the diversity of male experiences, particularly in intersectional contexts (e.g., race, class, or sexuality).
2. **Global Applicability:** Some scholars suggest Connell's framework is too focused on Western, white, middle-class masculinities, limiting its relevance to non-Western or marginalized groups.
3. **Change Over Time:** Critics highlight that Connell's original theory does not fully address shifts in masculinity over time, such as the rise of metrosexual or inclusive masculinities.



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Knowledge-Based Questions



What is hegemonic masculinity, and who introduced the concept?

List three traits associated with hegemonic masculinity.

How does media reinforce hegemonic masculinity?

Application Questions



Identify an example of hegemonic masculinity in a film, TV series, or advertisement you have recently seen. How does this example reflect Connell's theory?

Compare portrayals of masculinity in superhero movies like Black Panther (T'Challa) and Iron Man (Tony Stark). Which character better aligns with hegemonic masculinity?

Evaluation Questions



How useful is Connell's concept of hegemonic masculinity in explaining gender inequality in contemporary media?

Critics argue that Connell's theory is overly focused on Western culture. Do you agree or disagree? Justify your answer with examples.

Critical Thinking Questions



If the media stopped reinforcing hegemonic masculinity, how might this affect gender roles in society?

How could Connell's concept of hegemonic masculinity be adapted to better reflect changes in global or intersectional masculinities?

