1 Beyon: The Commercialization of Masculinities: From the New Man to the New Lad
   New man in the 1980s
   Nurturer: response to feminism and male consciousness raising

2 Western culture
   • Middle class, elitist

3 Back to nature
   • Non-identification with traditional fathers
   • Strong identification with nurturing fathers and parents who don’t conform to traditional roles
   • Rejection of macho behaviors
   • General influence of feminism

4 Commitment to non-sexist lifestyle
   • Mixed ‘bread-winner homemaker roles’
   • Attempt to relate to women in non-oppressive ways
   • Allies of women in their struggle against gender oppression
   • Support women’s demands for equal education, opportunity, political participation, sexual autonomy, family reforms

5 2nd strand: new man as Narcissist
   • Commercial masculinity
   • Expansion of consumerism
   • Interest in clothes and fashion
   • Men as sex objects
   • Use male body to sell
   • Men in the mirror

6 The 1980-90s Yuppie
   • Technically yuppies are both sexes
   • But essentially masculine
   • Conspicuous consumption
   • Ruthless and cut throat
   • Determination to be successful
   • Corporate power look (“Enron the Smartest Guys in the Room”)
   • Outdoor causal look: muscular torso

7 1990s-2000s—Lads are back
• 'Laddish' masculinity
• Football, soccer, beer, TV shows
• Violence, machismo,
• Hedonism, pornography
• Hold onto power

8 Reaction to the 1980s
• Against the nurturer
• Behave badly
• Reaction to men’s sensuality over sexuality

• Change happens faster

9 2000s Male terrorism
• Global and International
• Wars and suicide bombers (a few women)
• Cadre of mostly unmarried men (many with few economic prospects—endless supply.....)

10 2000s, 2010s, 2020s
??, ??, ??, etc.

• Again stylistic and conceptual changes accelerate
• Fast-paced technology

• What do you think?