



# The Media and the Models of Masculinity

*Mark Moss*

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## **The Media and the Models of Masculinity** Mark Moss

Mark Moss's *The Media and the Models of Masculinity* details the impact that the mass media has upon men's sense of identity, style, and deportment. From advertising to television shows, mass consumer culture defines and identifies how men select and sort what is fashionable and acceptable. Utilizing a large mine of mediated imagery, men and boys construct and define how to dress, act, and comport themselves. By engaging critical discussions on everything from fashion, to domestic space, to sports and beyond, readers are privy to a modern and fascinating account of the diverse and dominant perceptions of and on Western masculine culture. Historical tropes and models are especially important in this construction and influence and impact contemporary variations.

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