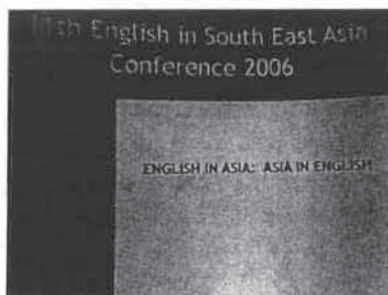


## THE REPRESENTATION OF MASCULINITY IN A MALAYSIAN MEN'S MAGAZINE



The study focuses on Asian men's definition of their masculinity and the role of the media in constructing, maintaining and even changing that definition. The representation of masculinity in a leading English-medium "New Man" magazines published in Malaysia, *Men's Folio*, was examined from these aspects: (1) the type of masculinity that the magazine exemplifies, (2) the type of language that is used to construct that type of masculinity and how the language used exemplifies it, and (3) the effects these have on the male readers' views on masculinity. Six adult male readers, mostly non-intended readers, aged between 20 and 40 were given a selection of *Men's Folio* issues published between 2003 and 2005 to read, and their reactions were elicited through semi-structured interviews. The analysis of the representation of masculinity drew upon existing literature on men and masculinities in the contemporary society (see Brod, 1987; Kimmel, 1987a, Connell 1987). The findings showed that the magazine represents a hegemonic masculinity that is reinforced in the form of the new/modern male identity and the writers' descriptive language used in a persuasive manner (albeit non-persuasive to some respondents) has managed to convey this. However, a mismatch between the magazine's type of masculinity and the respondents' own was found. The findings revealed diverse definitions of masculinity among the non-intended readers of the magazine. Further studies on intended readers would provide more comprehensive insights into the influence of "New Man" magazines in shaping notions of masculinity.

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