ABSTRACT
          This bibliography lists 285 books and articles from
the past 20 years which researchers or scholars interested in men's
studies can use to investigate the portrayal of men or masculinity in
the media. Many of the studies listed in this bibliography were
clearly conceived as research on women rather than men, but offer
insights into masculinity as well. Other studies in the bibliography
examine the media's relationship to areas of special concern to men's
studies: pornography, homosexuality, sports, military service, and
fatherhood. In addition, many publications in feminist film theory
are listed, since they offer insights into men as "spectators" and,
in a few cases, as "the watched." The entire bibliography is arranged
alphabetically by author's name. (PRA)

Images of Men and Masculinity in the Mass Media:

A Selected Research Bibliography

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INTRODUCTION

Although a good deal of scholarly work on women and the mass media has been published, little has been written on men. Many feminists, of course, would challenge this statement, arguing that everything not written on women has been, in effect, about men. Yet feminist theory has brought us to a far better understanding of the social construction of gender and a number of scholars across several disciplines have begun to investigate, as Michael Kimmel has put it, "men as men" (1987, p. 11). What is it that makes men the way they are? What social forces in men's lives define "masculinity"? How do men learn to relate to other men, to women, and to children? How can men resist the debilitating effects of a patriarchal system that places them in roles of domination?

"Men's studies" seeks to examine such questions through the application of feminist and other social theories. A number of good anthologies have been published which demonstrate the range of current research. The following three will provide a good introduction:

Brod, H. (Ed.). (1987). *The making of masculinities: The new men's studies.* Boston: Allen & Unwin.

Hearn, J., & Morgan, D. (Eds.). (1990). *Men, masculinities & social theory.* Boston: Unwin Hyman.

Kimmel, M. (Ed.). (1987). *Changing men: New directions in research on men and masculinity.* Newbury Park, CA: Sage.

But despite the growing body of literature in men's studies, only scattered articles have been published specifically examining men and the media (the sole exception is the compiler's recently completed anthology *Men, Masculinity, and the Media* (1992, Sage)). The following bibliography is an attempt to bring such work together in a form that will be useful for future researchers.

The publications listed in this bibliography are from disparate sources and disciplines, and no attempt has been made to distinguish between "quantitative" and "qualitative" methodologies. In an effort to restrict it's length, however, the list has been restricted to those sources the compiler considers "scholarly" rather than "popular." This is not to say that researchers will not find much useful information in the popular and trade press, especially on such topics as men and advertising. For example, a recent trade publication article was titled "Creating the New Man, Circa 1990: Advertising Defines and Refines the Male Image" (*Adweek* Eastern Edition, March 12, 1990, pp. 36-37). Scholars can easily locate such articles in the popular press through the use of *Info-Trac* or other computer-based periodical indexes.

One of the most challenging tasks in compiling a bibliography is defining the limits of the topic, and this has proven especially difficult in the present case. A wealth of information with potential value to researchers exists in related areas such as feminist theory, sex role research, and gay and lesbian

studies. Rather than include these works in this bibliography, the following list of bibliographies of related work may prove useful:

August, E. (1985). *Men's studies: A selected and annotated interdisciplinary bibliography*. Littleton CO: Libraries Unlimited.

Astin, H., Parelman, A. & Fisher, A. (Comps.). (1975). *Sex roles: A research bibliography*. Washington, DC: Center for Human Services, & Rockville, MD: National Institute of Mental Health.

Curley, Stephen J., & Wetta, Frank J. (1990). War film bibliography. *Journal of Popular Film and Television, 18*(2), 72.

Fejes, Fred J. (1991). Gays, lesbians, and the media: A selected bibliography. *Journal of Homosexuality, 21*(1/2), 261-277.

Friedman, L. J. (1977). *Sex Role Stereotyping in the Mass Media: An Annotated Bibliography*. NY: Garland.

Grady, Kathleen E. (1979). *The male sex role: A selected and annotated bibliography*. Rockville, MD: HEW; PHS; NIH; NIMH.

Kear, L. (1985, September). *Television and sex roles: A selected annotated bibliography*. Unpublished Manuscript. (ERIC Document Reproduction Service No. ED 262 444)

Nadler, L., Nadler, M. & Todd-Mancillas, W. (Eds.). (1987). *Advances in gender and communication research*. Lanham MD: University Press of America.

National Institute of Mental Health. (1982). *Television and behavior: Ten years of scientific progress and implications for the eighties*, Volumes 1 & 2 (DHHS Publication Nos. ADM 82-1195 & ADM 82-1196). Washington, DC: U.S. Government Printing Office.

Parker, William. (Comp.). (1971). *Homosexuality: A selective bibliography of over 3,000 items*. Also (1977), *Homosexuality bibliography: Supplement, 1970-1975*, and (1985), *Homosexuality bibliography: Supplement, 1976-1982*. All Metuchen NJ: Scarecrow.

Stineman, E. (Comp.), with Loeb, C. (1979). *Women's studies: A recommended core bibliography*. Littleton, CO: Libraries Unlimited.

As might be expected in a relatively new area such as men's studies, relatively few works have been uncovered which specifically investigate portrayal of men or masculinity in the media. Fewer still have a basis in men's studies or feminist theory. In fact, many of the studies listed here were clearly conceived as research on women rather than men, but offer insights into masculinity as well. Others examine the media's relationship to areas of special concern to men's studies: pornography, homosexuality, sports, military service, and fatherhood. The large body of work in feminist film theory offers insights into men as "spectators" and, in a few cases, as "the watched," and many of these publications are listed here.

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Barcus, F. Earle. (1986). *Images of Life on Children's Television: Sex Roles, Minorities and Families.* New York: Praeger.

Bardwick, J. & Schumann, S. (1967). Portrait of American men and women in TV commercials. *Psychology.* 4, 19.

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Barthel, Diane. (1992). When men put on appearances: Advertising and the social construction of masculinity. In Steve Craig (Ed.), *Men, Masculinity, and the Media.* Newbury Park, CA: Sage.

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Berry, Venise T. (1992). From *Good Times* to *The Cosby Show:* Perceptions of changing televised images among Black fathers and sons. In Steve Craig (Ed.), *Men, Masculinity, and the Media.* Newbury Park, CA: Sage.

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Budra, Paul. (1990). Rambo in the garden: The POW film as pastoral. *Literature Film Quarterly, 18*(3), 188.

Buerkel-Rothfuss, N. & Strouse, J. (1989, November). *Late adolescents' media exposure and perceptions of sexual behaviors: The cultivation hypothesis moves to the bedroom.* Paper presented at a meeting of the Speech Communication Association, San Francisco, CA.

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