

Messages Men Hear Constructing Masculinities

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White Masculinity in Contemporary Australia Andrea Waling 2019-07-30 Spanning the disciplines of sociology, history, media and cultural studies, and popular culture, this book offers a historical exploration of Australian masculine tropes and an examination of contemporary representations of masculinity in the media. With attention to a range of thematic issues, including race, gender, sexuality, mythmaking, media representation, class, and nationality, it draws on new qualitative research and interview material to investigate the ways in which everyday Australian men take up or reject such ideas. *White Masculinity in Contemporary Australia* thus explores the contradictory resistance to and adoration of ideals of masculinity, forms of Othering used to differentiate the practice of "good" masculinity from that of "bad" masculinity, the relationship between heterosexuality, masculinity and Australian sporting culture as central to ideals of masculinity, and the existence of differing pressures to be masculine. As such it will appeal to scholars across the social sciences with interests in gender and sexuality, Australian studies, and contemporary popular

culture.

Transforming Managers Roy Moodley 2005-06-23 In the 1990s, considerable changes in the political and social world have impacted on the character of both public and private organizations. At a time of increased uncertainty and insecurity in these organizations, new ways of managing and being managed have emerged. Recognising that organizational life is part reflective and determined by dominant social discourses, factors of gender will inevitably be central to the dynamics of organizational change. This book addresses theoretical ideas and mythologies in the examination of gendered organizations. The need to examine men in relation to family, law and society in general is growing, and this book extends this interrogation to work and organizational life. It will be of interest to students in management studies, public sector management and those involved in public policy making as well as students and academics within gender studies and sociology.

MALE CRIME AND DEVIANCE Barri R. Flower 2003-01-01 *MALE CRIME AND DEVIANCE* seeks to explore in-depth the types of offenses most identified with and committed by males,

dynamics of male crime, characteristics of male offenders, how male criminality and delinquency compare with and differ from female delinquent and criminal behavior, explanations for male crime, and efforts at combating crime in this country. Particular attention is given to exploring the relationship between male aggression and masculinity, as well as the role that testosterone and other biological factors play in male crime and violence. The book also focuses on the correlation between male violence and aggressive behavior and firearms, violence involving intimates, male sexual violence, bias crimes, workplace violence, terrorism, male perpetrated sexual offenses, youth gang crime, and school violence. These areas of male criminality and deviance are examined within the context of all male offending, arrest, self-report, and inmate data, along with criminological theoretical approaches to understanding the causes and related factors of male deviant behavior. The book is written primarily for undergraduate and graduate level students for coursework in criminal justice, criminology, male aggression, violent behavior, homicide, youth studies, gang studies, delinquency, law, law enforcement, sociology, social science, psychology, biology, and related areas of study. However, it is appropriate as well for academicians, social scientists, psychologists, law officers, medical workers, and a general readership with a vested interest in antisocial behavior and its implications on the greater society.

Men and Masculinities in Contemporary Japan James E. Roberson 2005-06-29 This book is the first comprehensive account of the changing role of men and the construction of masculinity in contemporary Japan. The book moves beyond the stereotype of the Japanese white-collar businessman to explore the diversity of identities and experiences that may be found among men in contemporary Japan, including those versions of masculinity which are marginalized and subversive. The book makes a significant contribution to our understanding of contemporary Japanese society and identity.

Sexual Cultures in East Asia Evelyne Micollier 2004-06-01 Using case-studies from East and Southeast Asia, this book examines sexuality and AIDS-related sexual risk in the context of Asian cultures. It offers a complementary perspective, documented with sociological and anthropological data, to historical studies and looks at commercial sex work, kinship systems, matrimonial strategies, gender, power relations, and the relevance of cultural constructs such as Confucianism and Taoism for the analysis of sexual cultures in Asia.

Progressive Black Masculinities Athena D. Mutua 2006 Progressive Black Masculinities brings together leading black cultural critics including Michael Eric Dyson, Mark Anthony Neal, and Patricia Hill Collins to examine an alternatively demonized and mythologized black masculinity.

Healing the Male Psyche John Rowan 2020-04-03 John Rowan argues that if men are to escape from their old roles and the new pressures of social uncertainty they need to be initiated into a new kind of masculinity, but that this process must be personal to each man. He explores how therapy can help or hinder the process of transformation. Written for men who are looking for a new way of understanding their predicament as well as psychotherapists and counsellors working with men, *Healing the Male Psyche* is packed with useful information and exercises and supported by a wide range of references.

Messages Men Hear Ian M. Harris 2004-08-02 This text is based on over 10 years research with 500 men from different classes, backgrounds, races and ethnic groups. It constructs a theory of masculinity by exploring masculine expectancies, how men form their gender identities and how those identities influence their behaviour.

Blood, Bullets And Bodies Imani M. Tafari-Ama 2017-06-11 Fifth Edition The true story of Blood, Bullets and Bodies: a critical multimedia exposé about the factors subverting the political will to act in the best

interest of the poor, even when explicit just cause exists for such altruistic action to take place... *Blood, Bullets and Bodies* is a strange and paradoxical story that needs to be read as much as it needs to be told. It is a riveting story of sex, violence, political intrigue and survival by any means necessary. The book is a literary mirror that provides a revealing and frightening reflection for a self-destructing society to see itself profiled in the throes of its own possible demise. Sure to stir controversy, the new book contains a compelling rendition of the historical circumstances that have made crime and violence - bullets, blood and dead bodies - the number one problem in late 20th and early 21st century Jamaica. Despite the historic One Love Peace Concert and the Peace Truce in 1978, young gunmen seem to have gone wild ever since. Using a variety of sophisticated methodological tools including literary sources, oral interviews, ethnographic studies and the lyrics of popular Reggae songs, Imani Tafari-Ama details the influences and implications of this violent social discourse for everyday performances of femininity and masculinity in Kingston's inner-city environment as well as in the wider Jamaican society. Tafari-Ama's stated objective in publishing her thesis as a book is to separate fact from fiction in order to find real and enduring solutions that will reduce the distressing flood of blood, bullets and bodies that is overflowing the streets of Kingston. She hopes that by highlighting some of the facts and exposing much of the fiction about life below the poverty line, her provocative book will be a catalyst in motivating the political and community willpower necessary to find and implement the real-time solutions that she proposes in her suggested Options for Development.

Asian Masculinities Kam Louie 2005-07-25 This book shows how East Asian masculinities are being formed and transformed as Asia is increasingly globalized. The gender roles performed by Chinese and Japanese men are examined not just as they are lived in Asia, but also in the West. The essays collected here enhance current

understandings of East Asian identities and cultures as well as Western conceptions of gender and sexuality. While basic issues such as masculine ideals in China and Japan are examined, the book also addresses issues including homosexuality, women's perceptions of men, the role of sport and food and Asian men in the Chinese diaspora.

Race and Gender in Electronic Media Rebecca Ann Lind 2016-10-04 This volume examines the consequences, implications, and opportunities associated with issues of diversity in the electronic media. With a focus on race and gender, the chapters represent diverse approaches, including social scientific, humanistic, critical, and rhetorical. The contributors consider race and gender issues in both historical and contemporary electronic media, and their work is presented in three sections: content, context (audiences, effects, and reception), and culture (media industries, policy, and production). In this book, the authors investigate, problematize, and theorize a variety of concerns which at their core relate to issues of difference. How do we use media to construct and understand different social groups? How do the media represent and affect our engagement with and responses to different social groups? How can we understand these processes and the environment within which they occur? Although this book focuses on the differences associated with race and gender, the questions raised by and the theoretical perspectives presented in the chapters are applicable to other forms of socially-constructed difference.

White Masculinity in Crisis in Hollywood's Fin de Millennium Cinema Pete Deakin 2019-10-15 This book claims that Hollywood cinema had a significant relationship with the millennial crisis of masculinity, as the films of the fin de millennium movement reflected the cultural discourse of concern over the crisis of masculinity through a dichotomous structure of either feminine or hyper-masculine representations of male identity.

Imagining Soldiers and Fathers in the Mid-Victorian Era

Susan Walton 2017-11-30 Beginning with the premise that women's perceptions of manliness are crucial to its construction, Susan Walton focuses on the life and writings of Charlotte Yonge as a prism for understanding the formulation of masculinities in the Victorian period. Yonge was a prolific writer whose bestselling fiction and extensive journalism enjoyed a wide readership. Walton situates Yonge's work in the context of her family connections with the army, showing that an interlocking of worldly and spiritual warfare was fundamental to Yonge's outlook. For Yonge, all good Christians are soldiers, and Walton argues persuasively that the medievalised discourse of sanctified violence executed by upright moral men that is often connected with late nineteenth-century Imperialism began earlier in the century, and that Yonge's work was one major strand that gave it substance. Of significance, Yonge also endorsed missionary work, which she viewed as an extension of a father's duties in the neighborhood and which was closely allied to a vigorous promotion of refashioned Tory paternalism. Walton's study is rich in historical context, including Yonge's connections with the Tractarians, the effects of industrialization, and Britain's Imperial enterprises. Informed by extensive archival scholarship, Walton offers important insights into the contradictory messages about manhood current in the mid-nineteenth century through the works of a major but undervalued Victorian author.

International Bibliography of Sociology 1995 1996 The IBSS is the essential tool for librarians, university departments, research institutions and any public or private institution whose work requires access to up-to-date and comprehensive knowledge of the social sciences.

Engendering Emotions A. Petersen 2004-10-11 Engendering Emotions examines the production and promotion of the idea of sex/gender difference in emotional experience and expression in the contemporary West. Focusing on the psychology of emotions and on the spheres of aggression and war, and love, intimacy and sex, it explores how the idea of emotional difference serves to define and govern

relations between men and women. The book draws on diverse theoretical work and recent empirical data to chart new territory in the study of sex/gender differences.

Critical Readings: Media And Gender Carter, Cynthia 2003-12-01 How is gender constructed in the media? To what extent do portrayals of gender influence everyday perceptions of ourselves and our actions? In what ways do the media reinforce and sometimes challenge gender inequalities? Critical Readings: Media and Gender provides a lively and engaging introduction to the field of media and gender research, drawing from a wide range of important international scholarship. A variety of conceptual and methodological approaches is used to explore subjects such as: entertainment; news; grassroots communication; new media texts; institutions; audiences. Topics include: Gender identity and television talk shows Historical portrayals of women in advertising The sexualization of the popular press The representation of lesbians on television The cult of femininity in women's magazines Images of African American women and Latinas in Hollywood cinema Sexual violence in the media Women in popular music Pornography and masculine power Women's relationship to the Internet. This book is ideal for undergraduate courses in cultural and media studies, gender studies, the sociology of the media, mass communication, journalism, communication studies and politics.

Masculinity in Vietnam War Narratives Brenda M. Boyle 2014-01-10 Occurring alongside the Women's Rights, Gay Rights, Civil Rights, and other identity movements of the 1960s, the Vietnam War was part of an era that rescripted gender and other social identity roles for many, if not most, Americans. This book examines the ways in which the war and its accompanying movements greatly altered traditional American conceptions of masculinity, as reflected in discourses ranging from fictional narratives to memoirs, films, and military recruiting advertisements. Analysis of two canonical fiction texts—John Del Vecchio's *The 13th Valley* and

Bobbie Ann Mason's *In Country*—illustrates the interrelatedness of race, sexuality, disability and masculinity, an approach appearing in no other book-length study. The text illustrates how, decades later, the masculine anxieties of the Vietnam era persist.

Representing the Male John Perrott Jenkins 2021-06-15
The book subjects male characters in six South Wales novels written between 1936 and 2014 to detailed, gendered reading. It argues that the novels critique the form of masculine hegemony propagated by structural patriarchy and serving the material demands of industrial capitalism. They depict characters confined to a limited repertoire of culturally endorsed behavioural norms such as displays of power, decisiveness and self-control, which prohibit the expression and cultivation of the subjective self. Within the social organisation of industrial capitalism, the working-class characters are, in practice, reduced to dispensable functionaries at work while, in theory, they are accorded the status of patriarchally sanctioned principals at home. Ideologically subservient, and 'feminised', in one context, they are ideologically dominant and 'masculinised' in another. As they negotiate, resist or strive to reconcile the irreconcilable demands of such gendered practices, recurring patterns of exclusion, inadequacy and mental instability become evident in their representation.

Gender, Culture, and Consumer Behavior Cele C. Otnes 2012-04-27
This book covers the gamut of topics related to gender and consumer culture. Changing gender roles have forced scholars and practitioners to re-examine some of the fundamental assumptions and theories in this area. Gender is a core component of identity and thus holds significant implications for how consumers behave in the marketplace. This book offers innovative research in gender and consumer behavior with topics relevant to psychology, marketing, advertising, sociology, women's studies and cultural studies. It offers 16 chapters of cutting-edge research on gender, international culture and consumption. Unique to this volume is its emphasis

on consumption and masculinity and inclusion of topics on a rapidly changing world of issues related to culture and gender in advertising, communications, psychology and consumer behavior.

Mediated Boyhoods Annette Wannamaker 2011
Mediated Boyhoods: Boys, Teens, and Young Men in Popular Media and Culture brings together work from various disciplines that explores the relationships among the everyday lives of boys and such media platforms as television, films, games, sports, music, urban and suburban culture, fashion, young adult novels, Facebook, MySpace, and YouTube. Offering a comprehensive overview of boyhood studies, chapters consider questions about the current state of boyhood as it is represented in the popular media; the ways that boys are influenced by and work to influence popular culture; the ways that popular texts often reflect adult expectations, anxieties, and prejudices about boys and boyhood; and the ways that boys, teens, and young men are often able to reflect upon and to act, sometimes unpredictably, to resist, subvert, or re-imagine and re-create popular culture and media. The volume serves as a companion to *Mediated Girlhoods: New Explorations of Girls' Media Culture*. Annette Wannamaker is Associate Professor in the Department of English Language and Literature at Eastern Michigan University, where she also serves as the coordinator of children's literature studies.

Boys in Children's Literature and Popular Culture Annette Wannamaker 2012-09-10
Boys in Children's Literature and Popular Culture proposes new theoretical frameworks for understanding the contradictory ways masculinity is represented in popular texts consumed by boys in the United States. The popular texts boys like are often ignored by educators and scholars, or are simply dismissed as garbage that boys should be discouraged from enjoying. However, examining and making visible the ways masculinity functions in these texts is vital to understanding the broad array of works that make up children's culture and form dominant versions of masculinity. Such popular texts as *Harry Potter*, *Captain*

Underpants, and Japanese manga and anime often perform rituals of subject formation in overtly grotesque ways that repulse adult readers and attract boys. They often use depictions of the abject – threats to bodily borders – to blur the distinctions between what is outside the body and what is inside, between what is "I" and what is "not I." Because of their reliance on depictions of the abject, those popular texts that most vigorously perform exaggerated versions of masculinity also create opportunities to make dominant masculinity visible as a social construct.

Masculinities and Culture John Beynon 2001-11-16 * What is 'masculinity'? Is 'masculinities' a more appropriate term? * How are masculinities socially, culturally and historically shaped? * How are particular masculinities created, enacted and represented in specific settings? * How can masculinities best be researched and theorized? *Masculinities and Culture* explores how 'masculinities', or ways of 'being a man', are anchored in time and place; the products of socio-historical and cultural circumstances. It examines the emergence of a masculinity fit for Empire in the mid to late nineteenth century and, by way of contrast, the more recent media-driven, commercial New Man and New Lad masculinity. The author considers some of the media discourses shaping masculinities today, and the formation of specific masculinities in specific settings (such as prisons, hospitals and schools) which both define, and in turn are defined by, strongly held conceptions of acceptable masculine behaviour. He concludes by reviewing a range of ways in which masculinities might be researched, from fieldwork and auto/biographical and life history approaches through to semiotics and the use of both film and literary texts. This lively text provides a comprehensive introduction to contemporary debates concerning masculinities as gendered constructions, along with the means of researching and theorizing them. **Developing Emotional Literacy with Teenagers** Tina Rae 2012-11-12 'This book should be on the shelf of every professional that works with teenagers in ANY setting.

As lives become increasingly busy, emotional health and literacy is often overlooked. In this text, Rae shows us how to create a dialogue with teenagers and reminds us that emotional health is an indicator of overall health as teenagers become adults' -Donna Duffy, School of Health and Human Sciences, University of North Carolina, Greensboro, USA The pressures and concerns of teenagers are at the forefront of their emotional and mental health. This resource provides young men and women with guidance and tools to recognise the importance of social skills to aid their development. The sessions and practical activities will allow students to address issues of identity, self esteem, covering topics including relationships, drugs and problem-solving. The new edition also looks at: - Gang cultures - Cyber bullying - Future pressures - Eating disorders This new resource also introduces therapeutic approaches to promote well-being, as well as offering accessible worksheets available to download online at www.sagepub.co.uk/developingemotionalliteracy Tina Rae has 25 years experience working with children, adults and families in both clinical and educational contexts within local authorities. She is currently a Professional and Academic tutor on the Doctorate in Child and Educational Psychology at University of East London.

Encounter in Pastoral Care and Spiritual Healing Daniël Louw 2012 The International Council on Pastoral Care and Counseling (ICPCC) met in August 2011 in Rotorua, New Zealand for its 9th International Congress. Various discussions in the field arose from actual challenges, such as the earthquake in Japan, social changes, and, mainly, deprivations all over the world. The ICPCC offers guidelines on how to cope with these situations, which also include the indigenous traditions of the Maori culture, projects on inter-religious encounter, etc. – all of which provoke a rethinking of traditional spirituality. The Congress proceedings are presented in this book as a state of discussion within this globalized network. (Series: Theologie: Forschung und

Wissenschaft - Vol. 33)

Masculinities in Text and Teaching B. Knights 2007-12-04

In a climate of anxiety about boys and reading, this book addresses the gendering of English Studies, drawing on recent research on masculinity. In drawing together the study of text and narrative with insight into the experience of the classroom, this book will be of value to both teachers and students of English Studies.

Critical Perspectives on Pat Barker Sharon Monteith 2005

These essays cover the work and career of Pat Barker, providing insight into her novels, from *Union Street* (1982) through the *Regeneration* trilogy (1991-95) to *Double Vision* (2003). The essays are organized into: "Writing Working-Class Women," "Dialogue under Pressure," "Men at War," "The Talking Cure," and "Regenerating the Wasteland."

Work Stress Wainwright, David 2002-06-01

We are facing an epidemic of work stress. This study combines a critique of the scientific evidence relating to work stress, with an account of the social, historical and cultural changes that produced this phenomenon.

From Boys to Men Tamara Shefer 2007 There still is very little work that looks at the construction of masculinities and speaks of local experiences in the South African and African context about what it means to be a man. This book addresses this topical area of study in a transdisciplinary and interdisciplinary manner, including theoretical work as well as a wide range of empirical studies that reflect rich ethnographic data from different contexts.

Stop Street Harassment Holly Kearl 2010 Using groundbreaking studies, news stories, and interviews, this book underscores that there will never be gender equity until men stop harassing women in public spaces—and it details strategies for achieving this goal. * Compelling anecdotes pulled from hundreds of women's stories that detail what harassment they have experienced, how it makes them feel, and how it impacts their lives * Groundbreaking information from surveys conducted around the world detailing the number of women

who experience street harassment, how often, and in what forms * Suggestions for numerous, concrete actions women and men can take to stop street harassment and information on over 20 anti-street-harassment initiatives now underway * Interviews with community activists to inspire readers to take action * A companion website, www.stopstreetharassment.com, features the results of two surveys conducted by the author and a presentation of myths vs. facts about street harassment

Men and Masculinities Michael S. Kimmel 2003-01-01 Alphabetically arranged original essays explore such topics as historical movements, race and masculinity, marriage, and aging.

The Routledge Companion to Consumer Behavior Michael R. Solomon 2017-09-22 The key to marketing is understanding and satisfying consumer needs, thus a knowledge of consumer behavior is essential to any organization dealing with customers, users, or clients. This book promises to be a contemporary classic. It brings together an international set of scholars, many of whom are "household names", to examine the diverse approaches to consumer behavior topics. The editors employ a micro to macro structure, dividing each topic into three parts: one reflecting foundational work, one focused on emerging trends, and one covering practical applications. Each part examines the relationship between consumer behaviour and motivation, including well-being, gender, social class, and more, and concludes with practitioner perspectives on the challenges and opportunities that come with understanding customers. Readers will gain insight into how drives that are constantly in flux relate to other aspects of human cognition and behavior, allowing them to reach customers successfully, and to meet their needs. With contributions from leading scholars, including Sidney Levy and Jagdish Sheth, this volume sets the standard as the most comprehensive, cutting-edge resource on the subject of consumer behavior. Students of consumer behaviour and marketing will find

this a useful exploration of a fast-moving field, fundamental to the welfare of companies, government, non-profits, and consumers. It will also benefit new and established academic researchers as well as practitioners who want to stay on top of current knowledge.

Messages Men Hear Ian M. Harris 2004-08-02 Why do men behave the way they do? The "science" of gender studies is less than 25 years old and it is only recently that scholars and popular authors interested in gender have started to examine the issues associated with masculinity.; This text is based on over 10 years research, and constructs a comprehensive theory of masculinity by exploring in great detail how men form their gender identities and how those identities influence their behaviour. The book examines the influence of 24 male messages, or gender norms - such as "be like your father", "faithful husband", "superman", and "nurturer" - that represent cultural expectations for masculinity in western societies. Drawing on a diverse sample of over 500 men from different classes, backgrounds, races and ethnic groups, the author describes how men learn these messages, how individual men respond to them, and how their influence changes over the course of a man's life.; This accessible text presents a general framework for masculinity and breaks new ground in understanding the construction of male gender identity.

Masculinity and Education Amanda Coffey 2016-03-16 The uncertain, complex and problematic relationships between masculinity and education have come to occupy a prominent position within the sociology of education in recent years. This collection of articles brings together a range of different perspectives, offering both empirical and theoretical contributions to our understanding of this subject. The articles seek to broaden our sociological understanding by considering masculinities in relation to a variety of educational setting and contexts. These include the role of football in the playground of a junior school, the question of

why more boys study AS-level mathematics in England, the changing rhetoric of education ministers, and attempts to increase the number of male primary school teachers in Australia. The collection also engages with the broader context of gender politics and educational theory and the volume concludes with a study of the move away from class analysis within educational theories in recent decades, taking English white working class masculinity as its main focus. The collection offers a perceptive insight into a crucial and current area within the sociology of education. This book was originally published as a special issue of the British Journal of Sociology of Education.

Masculinities in Play Nicholas Taylor 2018-10-06 This volume addresses the persistent and frequently toxic associations between masculinity and games. It explores many of the critical issues in contemporary studies of masculinity—including issues of fatherhood, homoeroticism, eSports, fan cultures, and militarism—and their intersections with digital games, the contexts of their play, and the social futures associated with sustained involvement in gaming cultures. Unlike much of the research and public discourse that put the onus of "fixing" games and gaming cultures on those at its margins—women, LGBTQ, and people of color—this volume turns attention to men and masculinities, offering vital and productive avenues for both practical and theoretical intervention.

Public Practice, Private Law Gary Chartier 2016-04-06 This book elaborates an appealing model of marriage, rooted in love, for same-sex and different-sex couples, that doesn't involve the state.

Adolescent Boys Niobe Way 2004-01-01

The Translation of Violence in Children's Literature

Marija Todorova 2021-11-30 Considering children's literature as a powerful repository for creating and proliferating cultural and national identities, this monograph is the first academic study of children's literature in translation from the Western Balkans. Marija Todorova looks at a broad range of children's

literature, from fiction to creative non-fiction and picture books, across five different countries in the Western Balkans, with each chapter including detailed textual and visual analysis through the predominant lens of violence. These chapters raise questions around who initiates and effectuates the selection of children's literature from the Western Balkans for translation into English, and interrogate the role of different stakeholders, such as translators, publishers and cultural institutions in the representation and construction of these countries in translated children's literature, both in text and visually. Given the combination of this study's interdisciplinary nature and Todorova's detailed analysis, this book will prove to be an essential resource for professional translators, researchers and students in courses in translation studies, children's literature or area studies, especially that of countries in the Western Balkans. .

An Introduction to Critical Discourse Analysis in Education Rebecca Rogers 2011-04-06 Accessible yet theoretically rich, this text introduces key concepts and issues in critical discourse analysis and situates these within the field of educational research. Beyond providing a useful overview, it contextualizes CDA theories and methods in accounts of discourse in classroom and other settings.

Brick & Mortar Shopping in the 21st Century Tina Lowrey 2012-10-02 This book explores how traditional retailing

operates in the new competitive environment of a combined e-tailing and brick and mortar marketplace. In drawing together the cutting-edge research of a global group of experts in the field of consumer behavior, this volume addresses questions such as: which psychological theories can provide insights into why so many consumers still flock to traditional shopping environments? What situational factors promote or inhibit 'physical' shopping? Which methodologies best capture moderators and mediators of various shopping behaviors? This volume advances the field of consumer psychology by covering the e-tail vs. traditional retail discussion from a 21st Century perspective. Topics include: experiential retail mood and cognition effects during shopping new findings relevant to retail strategy methodological innovations for studying shopping social identity variables that impact shopping third party influences on shopping decisions synergies between brick and mortar retailers and their electronic counterparts. This volume will be of interest to both marketing professionals and graduate students in the areas of advertising, retailing, consumer behavior, marketing communications and psychology.

Masculinities in Contemporary Argentine Popular Cinema Carolina Rocha 2012-04-14 Examines contemporary cinematic representations of Argentine masculinities, the social construction of gender, and the financing of domestic film production following Argentina's 1990 change to a neo-liberal economic model.