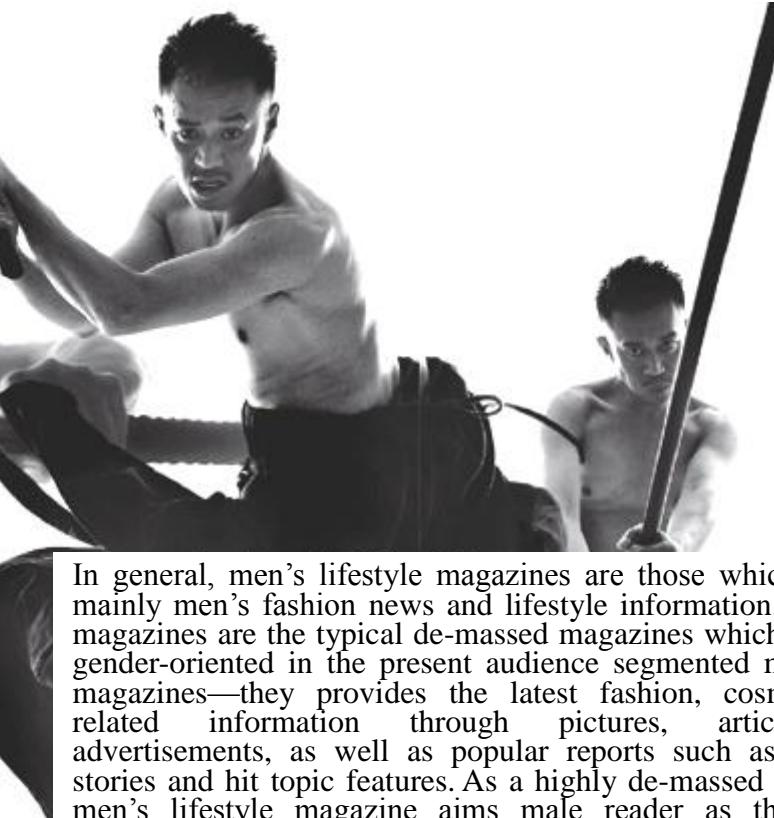


The Construction of Masculinity in Men's Fashion Magazines in Mainland China



In general, men's lifestyle magazines are those which publish mainly men's fashion news and lifestyle information. Lifestyle magazines are the typical de-massed magazines which is highly gender-oriented in the present audience segmented markets of magazines—they provides the latest fashion, cosmetic and related information through pictures, articles and advertisements, as well as popular reports such as celebrity stories and hit topic features. As a highly de-massed magazine, men's lifestyle magazine aims male reader as their target audience.

This study exams the construct of masculinity in men's lifestyle magazines in mainland China represented by 《時尚先生》(Esquire) and 《男人裝》 based on their largest circulation and typical representation among various men's lifestyle magazines. Taking a gender studies orientation, it explores whether or not a masculinity or masculinities is/are constructed in the magazines. Furthermore, these two magazines with respective styles and orientations may be regarded as typical men's lifestyle magazines. The analysis focuses on the selected features from the past 5 years archive (2006 Jan.-2010 Dec.) aiming to capture the latest picture.

By deploying the critical discourse analysis methodology, questions that "how the masculinity is articulated through gendered/gender relations? The study tries to indicate that, through what particular relation with men, certain masculinity is achieved; through what particular relation with women, certain masculinity is constructed.

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Date: 6 April 2011

Time: 12:30 – 2:00 p.m.

Venue: Room UG02,
Wong Foo Yuan Building,
Chung Chi College, CUHK

Speaker:

Zhao Jiang

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Gender Studies Programme,
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Chair:

Saskia Witteborn

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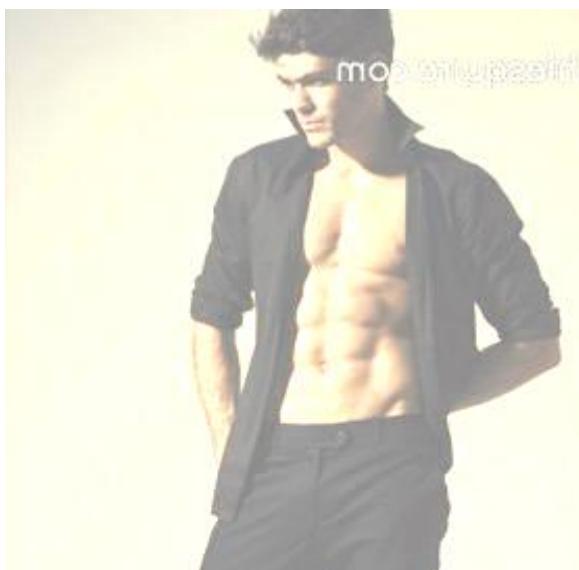


Photo (right) from: <http://www.hiesquire.com>

Photo (left) from: <http://www.nanrenzhuang.net/>