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COM 363
PROFFESIONAL PROJECT

TOPIC:
STEREOTYPES ABOUT MEN & MASCULINITY IN MASKULIN MAGAZINE

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ABSTRACT

Magazine made such a huge impact on our society and our way of thinking. Therefore, magazines were expected to have positive messages and positive impacts in our life but magazines are also one of the biggest contributors in terms of social issues and self-esteem issues. Researchers focused particularly on men and also on these three issues: to identify the stereotypes about men and masculinity, to discuss the effect of gender stereotypes on men and lastly to study the cause of men stereotyping to exist in magazines. In this study, the researchers would also be going in depth on things like the development of stereotypes, men and masculinity in modern society and gender stereotypes and its effect on people. Researchers used the qualitative method, specifically in-depth interview. The informants were five different people which consist of a freelance male model, former journalist, a celebrity manager as well as one male, one female readers picked based on their work related to the industry and their interests.

Keywords: magazine, stereotypes, men, masculinity, effect.

TABLE OF CONTENTS

NO	CONTENT	PAGE
1	CHAPTER 1 1.0 INTRODUCTION 1.1 Background of study 1.2 Problem Statement 1.3 Research Objectives 1.4 Research Questions 1.5 Rational and Scope of Study 1.6 Significant of Study I. Policy II. Practice	1 - 4
2	CHAPTER 2 2.0 LITERATURE REVIEW 2.1 Development of Stereotypes 2.1.1 Men & Masculinity in Modern Society 2.1.2 Gender Stereotypes and its Effect on People 2.2 Related Theory 2.3 Research Framework	5 - 12
3	CHAPTER 3 3.0 METHODOLOGY 3.1 Research Design 3.2 Location and Subject of Study 3.3 Population and Sampling Procedures 3.4 Sampling Technique 3.5 Research Instruments 3.5.1 In- Depth Interview 3.5.2 Semi- Structured Interview 3.6 Data Collection 3.6.1 Thematic Analysis	13 - 18

4	<p>CHAPTER 4</p> <p>4.0 FINDINGS AND DISCUSSIONS</p> <p>4.1 RQ 1: What Are The Stereotypes About Men And Masculinity?</p> <p>4.1.1 Masculinity is behavioural and physical related.</p> <p>4.1.2 Men are judged based on their gender role and how people think men should behave.</p> <p>4.2 RQ 2: How Does Gender Stereotype Affect Men?</p> <p>4.2.1 Stereotyping affect men's life in many ways</p> <p>4.2.2 Perspective of a person that are being stereotyped</p> <p>4.3 RQ 3: Why Does Magazine Stereotype Men?</p> <p>4.3.1 Culture plays important role on stereotyping.</p> <p>4.3.2 Magazine should have more diversity on their covers.</p> <p>4.3.3 Magazines stereotype to boost up sales</p> <p>4.4 Discussion</p>	19- 29
5	<p>CHAPTER 5</p> <p>5.0 CONCLUSION</p> <p>5.1 Research Question 1: What are the stereotypes about men and masculinity?</p> <p>5.2 Research Question 2: How does gender stereotype affect men?</p> <p>5.3 Research Question 3: Why does magazine stereotypes men?</p> <p>5.4 Implication of study</p> <p>5.5 Limitation of study</p> <p>5.6 Future recommendation</p>	30- 36
6	REFERENCES	37- 38
7	APPENDIXES	39- 41