



MASCULINITY STUDIES



The Male Body as Advertisement

Masculinities
in Hispanic Media

EDITED BY Juan Rey
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Contents

Introduction

- Much more than Bodies* 3
JUAN REY

I Cultural Bodies

1. *Mythical Bodies: Masculine Archetypes of Classical Mythology in Advertising* 13
MARÍA DEL MAR RUBIO-HERNÁNDEZ AND JAVIER LOZANO DELMAR
2. *Naked Bodies, Clothed Bodies: Images of the Representation of the Other in the Context of the American Continent* 23
MARÍA DEL MAR RAMÍREZ ALVARADO
3. *Dominant (and Dominated) Bodies: The Corporal Representation of Masculine Domination in Advertising* 31
MANUEL GARRIDO-LORA

II Beautiful Bodies

4. *Body and Beauty: The Cult of the Male Body in the Printed Press* 43
MARÍA VICTORIA CARRILLO DURÁN
5. *Obsessed Bodies: Influence of Advertising Male Models on Bigorexia* 53
CARLOS FANJUL PEYRÓ AND CRISTINA GONZÁLEZ OÑATE
6. *Consumption Bodies: Cult and Virtual Representation of Male Identity in Chile* 63
SALOMÉ SOLA-MORALES

<i>7. Body of Desire: Homoerotic Representation in Mexican Cable Television</i>	75
LUIS ALFONSO GUADARRAMA AND JANNET S. VALERO	
III Political Bodies	
<i>8. Combat Bodies: The Male Body in the Republican Posters of the Spanish Civil War</i>	89
JUAN REY	
<i>9. Body and Dictatorship: Masculinity in Post-War Spanish Cinema as Expression of Francoism</i>	101
FRANCISCO PERALES BAZO	
<i>10. Bodies to Vote: The Representation of the Political Candidate in the Election Campaigns</i>	113
VÍCTOR HERNÁNDEZ-SANTAOLALLA	
IV Spectacular Bodies	
<i>11. Body Ch-Ch-Ch-Changes: Body, Identity and Stardom in David Bowie</i>	127
DAVID SELVA RUIZ	
<i>12. Translated Bodies: The Hyper-Ritualization in the Representation of the Male Body among Spanish Youth in Social Networking Sites</i>	139
LUCÍA CARO CASTAÑO	
Conclusion	
<i>Different Bodies, Different Men</i>	151
VÍCTOR HERNÁNDEZ-SANTAOLALLA	
<i>Notes on Contributors</i>	155

Body of Desire: Homoerotic Representation in Mexican Cable Television

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In most Western countries, sexual orientation has followed an unsound path. It has gone through different phases and has been considered in several ways: as a heinous sin, as an unnatural behavior, sometimes as a reversible condition, and other times, as an irreversible disease. In one case prosecutors were churchmen, in another, men of science. Finally, it has escaped from the consideration of anomaly, exiting the dialogue of pathologies in which it had been detained, for centuries, by clergy, doctors, psychiatrists, and conservative groups.

At present, homosexuality as a loving sex-erotic lifestyle has been slowly gaining ground in the process of emancipation, social expression, and representation in the media. At each stage, there have been advances, setbacks, deep stagnation, and renewed impulses, which have led to gay liberation, although much remains to be done.

The world of homosexuality, like other areas of life, is dominated by archetypes. In this sense, one of the ideas that has thrived in the social imagination is that a male homosexual is always effeminate, scandalous, prone to gossip, with a sharp voice, a lilting gait, one who carries colorful attire, based on the color choice associated with garments for women; an individual who constantly wants attention and sexual encounters with any heterosexual man.

Among his archetypal features, it also appears that in every sexual encounter, he wants to be penetrated by a heterosexual male. Thus, the passivity of the feminine takes hold, and is reproduced and recreated. These elements, which constitute the collective image of the effeminate gay, are fireproof materials. In many countries, they feed and help to fuel jokes based on mockery, sarcasm...

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