Advertising and the Construction of Violent White Masculinity
By Jackson Katz (2003)

*Katz discusses the impact that advertising and consumer culture have on the creation of, particularly, white masculinity. He suggests that masculinity exists on a spectrum, dependent upon race and social class. In this essay he focuses on those who identify with white and examines the pervasiveness of violent imagery and dominant heroes.*

**Key Terms:**
Masculinity
Masculinities
Advertising Culture
Hegemony
Dominant Masculinity
Working-Class
Manhood

**Discussion Questions:**

1. Why does Katz use the term “masculinities” instead of simply “masculinity”?
2. Identify prominent characters, commercials, or television shows that you believe adhere to the dominant masculinity.
3. How do these expectations change between social classes? How do they change between people of different races?
4. What are some male archetypes that Katz identifies in this essay?
5. What are some strategies that advertisers utilize when marketing to a male audience?