ABSTRACT

Contained within men’s magazines’ constructive representations of man are ideal masculinities. This thesis specifically examines these ideal masculinities by ‘reading’ their signs encoded on men’s magazine front covers. What is more, the thesis aims to analyze whether or not the ideal masculinities projected by men’s magazine front covers adopt the concept of hegemonic masculinity. To begin with, the signs of ideal masculinities are decoded by implementing a semiotic approach to examine all elements of the front covers: the titles, slogans, central images, and the coverlines. The significations, thereafter, are analyzed whether they comply with hegemonic masculinity. It then comes to a conclusion that the ideal masculinities indicated on the front covers rather conform to hegemonic masculinity. The analysis shows that in constructing their rather-corresponding-to-hegemonic-masculinity ideal masculinities, the concept of hegemonic masculinity is negotiated.