

# Presentation 5.

## MASCULINITY MODELS

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## The New Alternative Masculinities and the Overcoming of Gender Violence

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PDF



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Language

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Dominant Traditional Masculinity

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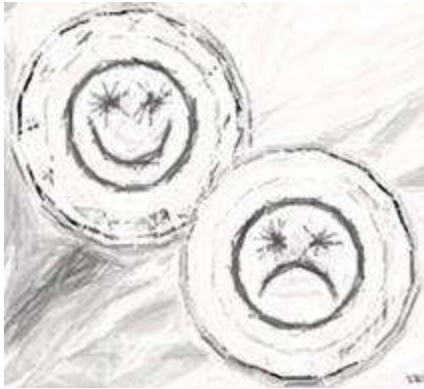
Dominant Traditional Masculinity - DTM

Oppressed Traditional Masculinity - OTM

New Alternative Masculinities - NAM



# Traditional models of masculinity



Dominant Traditional Masculinity (DTM)

Oppressed Traditional Masculinity (OTM)

# Dominant Masculinity Model

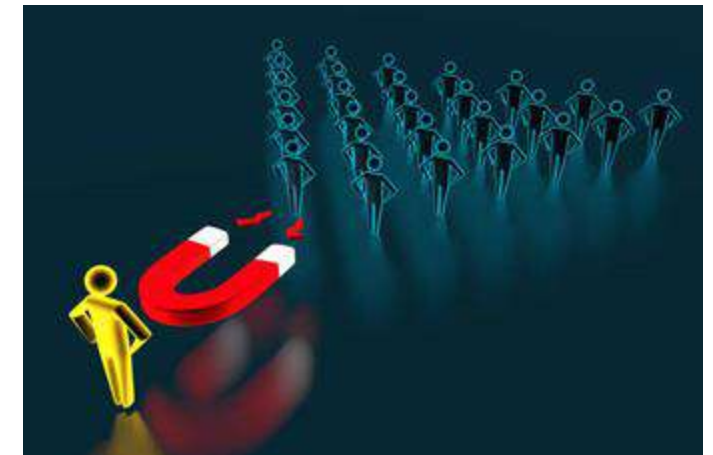
- Promotion and/or execution of violence
- Domination towards women
- Domination towards other men



Attractiveness to Dominant Masculinity model



Coercive Dominant Discourse



"There is no common element to all men who kill or assault women other than being **DTM** men."

Flecha, R., Puigvert, L., & Ríos, O. (2013). The New Masculinities and the Overcoming of Gender Violence. *International and Multidisciplinary Journal of Social Sciences*, 2(1), 88113 <http://dx.doi.org/10.4471/rimcis.2013.14>



# Oppressed Masculinity Model

- Non-violent
- Dominated by dominant masculinity model
- Dominated by some women
- Empty of attractiveness
- Does not break the chains
- Submits to those who dominate them





# Oppressed Traditional Masculinity OTM

I already help with the housework, I treat the girls well, I respect my friends, but then ... Why did my girlfriend leave me for a guy who doesn't do housework, laughs at people who do and treats girls so badly?

*Teenage story quote*



# Double Standards



# New Alternative Masculinities

- Break the chains of double standards
- Non-violent
- Attractiveness
- Confident
- Strong and brave positioning against violence



## Oppressed traditional masculinity

What will that individual who we say is the good guy have to do? He can't introduce himself, he can't introduce himself by saying "hello I'm Joan and I'm so lucky to be with you, that you spend 5 minutes with me and I know I'm not attractive and besides I'm bland and I'm boring and well....

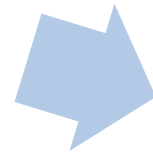
With that attitude you know, *mortus est*.... It's true isn't it?

## New Alternative Masculinity

On the other hand, if he comes in and says: hello, I'm Joan and how lucky you are to be with a guy who is nice, a good person, cultured, attractive, and the more you love me the more I love you.... Well, you are incredibly lucky. I don't say anything, I know that as I give myself and I am a good person you are going to be demotivated by me, but I already warn you and also in advance at the first moment that I notice that 1% of you is demotivation I leave you, not as a friend, but as a partner for sure or as a lover or however you want, I leave you because I don't feel like it.

Lecture by Jesús Gómez in Olot (April 2004). *El amor en la sociedad del riesgo*.

Alternative model  
of affective-sexual  
relationships



New Alternative  
Masculinities  
(NAM)



Passion, Love,  
Attractiveness,  
Non-Violence

# The Language of Ethics and The Language of Desire

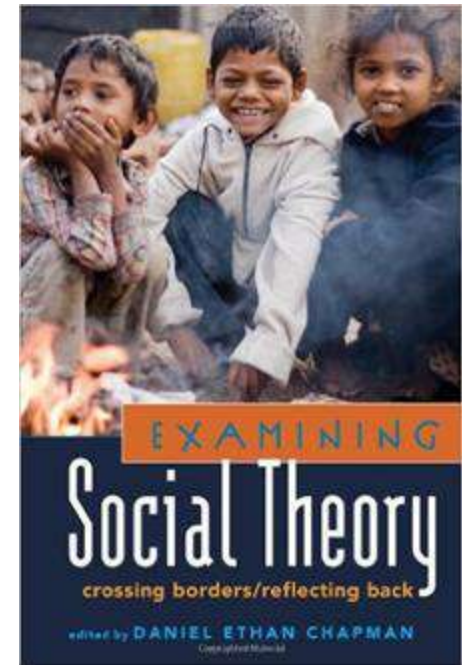


# The Language of Ethics and The Language of Desire

- The language of ethics refers to the language used mainly by parents and schools, which intends to educate children in a nonsexist way. The second is the usual found in the digital media favoured by the teens and youngsters themselves.
- The first one focuses only on what is “good” and “ethical” , but it does not take into account the socialization of youth into violence and the link of violence to attractiveness. (p.170)

## ***Uniting the language of desire and ethics to overcome violence***

Flecha, A., & Puigvert, L. (2010). Contributions to Social Theory from Dialogic Feminism: Giving a Voice to All Women. In D.Chapman. (Ed.). Examining Social Theory. (pp. 161-174). New York: Peter Lang.



# The language of Desire

1

Emptying violence of its appeal



2

Making non-violence attractive



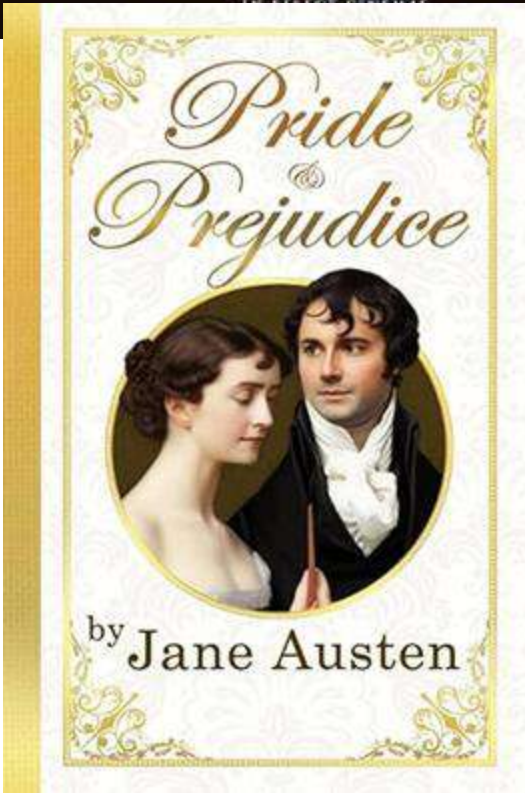


# New Alternative Masculinities

"I believe that one way is to talk about desire as it really is. That is to say, to talk about the fact that what moves the world is that, love, desire and to talk about the fact that **good sex is with the guys who love you and not with the ones who don't care about you. The ones you go crazy about are those guys, not the ones who ignore you, right?**

*(Discussion Group)*





# New Alternative Masculinities

Strength, courage, attractiveness



Fight against violence and gender violence



Positioning in favour of the victim and against abusers

# IF YOU HAVE MORE TIME... YOU CAN READ AND DISCUSS...



## NOTICIAS

### Las Nuevas Masculinidades Alternativas no sucumben al discurso coercitivo en el paso de primaria a secundaria

freepik El paso de una etapa de acontecimientos que pued

Josep Maria Canal Barbany

<https://eldiariofeminista.info/2024/01/18/las-nuevas-masculinidades-alternativas-no-sucumben-al-discurso-coercitivo-en-el-paso-de-primaria-a-secundaria/>



## PORTADA

### Retos a los que se enfrentan los niños y chicos de Nuevas Masculinidades Alternativas

Los abusos de todo tipo que salen a la luz de forma reiterada en los medios, relacionados tanto con chicos...

Josep Maria Canal Barbany MARZO 23, 2023



In Spanish

## SUBPORTADA

### Ser NAM es bueno para la salud

La masculinidad que actualmente es hegemónica está relacionada con problemas de salud tales como algunas enfermedades crónicas, desórdenes alimentarios, y...

Harkaitz Zubiri MARZO 4, 2021

<https://eldiariofeminista.info/2021/03/04/ser-nam-es-bueno-para-la-salud/>

<https://eldiariofeminista.info/2023/03/23/retos-a-los-que-se-enfrentan-los-ninos-y-chicos-de-nuevas-masculinidades-alternativas/>

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