

Environment

The Man Who Could Go Either Way: The Many Faces of Cowboy Masculinity in 1950s American Film and Advertising

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Abstract:

This thesis explores the cowboy as an iconic figure of white masculinity in the middle-class in 1950s America, focusing on film and advertising as a means of interpreting images of idealized manhood. It explores films including *High Noon*, *Rio Bravo*, and *The Searchers*, as well as print advertising from Levi's and Marlboro, to juxtapose different projections of masculinity. It finds that, contrary to expectation, the cowboy was not just a singular image of stoicism and martial power, opposed to domesticity and consumerism. Instead, he was more of a language through which different values could be expressed. This creates an intriguingly contradictory image: the cowboy is domesticity and anti-domesticity, invincibility and anxiety, fashion and anti-fashion, and a relic of America's past and the herald of its future all at once. In this regard he becomes a surrogate for diverse masculinities interacting on the backdrop of the early Cold War.

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Start studying Revision vocabulary 6B cinema. Learn vocabulary, terms and more with flashcards, games and other study tools. Terms in this set (24). cast. all the people who act in a film. star. the most important actor or actress in a film. director. the person who makes a film. soundtrack. the music of a film. plot. the story of a film. scene. a part of a film happening in one place. audience. the people who watch a film in a cinema. sequel. a film which continues the story of an earlier film. special effects. images, often created by a computer. script. the words of the film. extra. person in a film who has a small, unimportant part, e.g. in a crowd scene. subtitles. transcription (usually translation) of the dia As a result, many men constantly chase an external ideal that often results in unfulfilling work, addiction, obsession with sex and pornography, depression, unsatisfying relationships, and a sense of meaninglessness, confusion, and feeling lost. Featuring fifty body-based practices that can be done in the midst of daily life, this book by men's leader, educator, and coach David Franklin presents new possibilities for being a man in today's world. Outlining the tenets of Radical Men, David offers new perspectives that shatter current notions of masculinity. He examines the influence of the advertisers' message in creating a hierarchy of masculinity in which some men are valorised and others are denigrated. "American Bandstand" became the most popular dance party in America. Every week, young people danced to the latest songs in front of the TV cameras. (MUSIC: "Twilight Time"/The Platters). During the nineteen fifties, most of the people who appeared on television were white. If black actors appeared, they were usually in jobs working for white people. But in real life, a civil rights movement was beginning to gather strength. Many Americans saw him as a fatherly president. They thought that even in a dark and dangerous world, everything would be all right.