URN etd-0407109-183709-703
Author Chen Tai Hua
Author's Email Address No Public.
Statistics This thesis had been viewed 66 times. Download 43 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Male Image on Print Ads of 《Men's Uno》Magazine
Date of Defense 0000-00-00
Page Count 154
Keyword
print advertisements
fashion
male distinction research
fashion fashion
male distinction research
fashion magazine

Abstract
The study aims at investigating Taiwanese male images in terms of the media of the male-fashion print advertisements and audience. The attributes of man images were classified into two respects, including male physical image code (men's age, hair style, color style, dress style, the extent of nakedness) and male social and cultural code (male characteristics, emotions, subsidiary relation, public/private territory).
The study used content analysis, discourse and in-depth-interview design. There s were 33 Uno-man' s magazines and 169 print advertisements were sampled randomly by four seasons. In addition, 12 male subjects were interviewed in total.
The results showed that the male image presented in two categories. Firstly, the analysis showed that the male physical code can be concluded as follows:
(1) Men's age: young men (aged 20-30) were presented with the highest percentage in the media context; however the subjects interviewed thought the representative age is scattered and closely related to their own age.
(2) Hair style: short hair both in media context and interviews were preferred.
(3) Clothing color: cool color both in media context and interviews concept was preferred, but more than half of the subjects could accept pink.
(4) Dress style: formal Western style clothes are representative and a few persons could accept wearing female style clothing.
(5) The extent of nakedness: most men wore clothes in media context, however to show body muscle is more representative in subjects' mind.
Secondly, considering the male social culture code:
(1) Male characteristics: the character of the masculinity were more emphasized in the of media context, while the sense of responsibility for the subjects interviewed. Most persons could appreciate that the males show some sort of female's character, such as tenderness, and consideration.
(2) Emotions: remote facial expression could be seen on most of the male model in media context and so did subjects. Weeping was the sign as weakness on subjects' mind.
(3) Subsidiary relation: the status of the men and women were equal in media context. While the value of 'men came first and women after' were on the mind of most of the subjects.
(4) Public/private territory: the real background of the male model replaced by the colored one was

often seen in the media context. In real world, male subjects accepted the activities including men cooking in the kitchen and women driving the car.
The study results showed that male image was more traditional in media context. While the interview results of the male subjects showed that the male image in real world is changing in clothing color and style, male characteristics and public/private territory.
Advisory Committee - advisor

Files etd-0407109-183709-703-001.pdf

indicate access worldwide
Date of Submission 2006-07-06