Susan bordo

1) This essay by Susan Bordo is indeed a long essay. It consists of forty five pages of detailed analysis of men in advertising. However, Bordo’s writing style is unique and fun making it an enjoyable read. I feel that by breaking the reading into sections, as Susan has done makes the essay easier to understand. Also, Bordo writes in the first person and includes many personal stories and in depth opinions and analysis. Almost immediately in the second paragraph she begins, “It was the spring of 1995, and I was sipping my first cup of morning coffee…” (168) This description and numerous others throughout the essay, allows the reader to place oneself in the situation and to form their own personal thoughts and opinions about the topic. Throughout the essay, Bordo seems to state facts, but then she switches up and uses real life examples and personal stories. This brings the essay to life and makes it seem real and far from being boring. Furthermore, her humorous personality is demonstrated in her side comments. Susan Bordo also uses a number of examples and outside sources such as Calvin Klein, GQ, and Men’s Fitness to illustrate her points. Although some people might consider this essay to be long and dragged out, I feel it is written eloquently and in a style which makes it enjoyable to read.

2) Rather than overwhelming the reader, the essay is broken down into subsections. The first subsection introduces the thesis and topic that the essay will cover. It provides the reader with some main and popular examples to take into consideration such as Calvin Klein and Gucci ads. The second subsection is titled, “Thanks, Calvin!” this section of the essay discusses how the homosexual community has influenced and has an important impact on how men are presented in advertising. Bordo, then goes into analysis about the male models and their body positions in the next section entitled “Rocks and Leaners”. She then jumps back and brings up homosexuality and the notions of gender in the section “Honey, What Do I Want to Wear?”. The final two sections are the longest and are the loudest and most powerful. “Male Decorativeness in Cultural Perspective” mentions the history and notions behind men in advertising and the social influence. It traces examples of advertising and builds up to modern day representations of masculinity. Finally, the reader is left with a question and strong statements and thoughts in “My World…and Welcome to It?” This section is deliberately made the last because it allows the reader to reflect on the world in which they live where people are outwardly judged both now males and females.

3) In this essay, Bordo discusses how and where one is positioned, as subject or object, and in the moment of vision. The section, “Rocks and Leaners”, Susan Bordo presents an argument that the gaze and position of men in advertising give off a message of masculinity. She describes the gaze, and how it can show dominance. The male models are the objects in the advertisement and meant to create a certain reaction depending upon there position. There is the “face up, face down, and stare down” (182). She also discusses how often in advertising, the lean is used in a seductive way. The angle of the camera is used as a powerful tool in advertising to capture certain moments and feel that the product is trying to convey. Whether it is a seductive lean with a face of stare, the male model is trying to get the viewers to remember and focus on him, therefore selling a product.

4) These are a few advertisments that goes along with Bordo’s thinking.

[](https://jpike.files.wordpress.com/2006/10/img_timeline2.jpg) Both of these ads are for Abercrombie. The first one depicts what Bordo described as having “the lean” and glazed over stare away from the camera. The second ad is of the “face off” where the man is depicted as being full of masculinity and muscles with his hands near his crotch and glaring down the camera.