

COMPLETION REPORT

Negotiating gender role and gender equity- A new perturbing endemic:
Comparison between Japan, Korea and Malaysia

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This study explores the perturbing trends in three selected countries where men are believed to be no longer the conventional male; in Japan, the rise of the soshoku danshi (Japan's young generation of herbivore men), the pretty boys or flower boys in Korea, and the metrosexual men in Malaysia. The aim of this study is to explore the dramatic rise in the media and popular culture with regard to beautifying male body. The study unpacks and critically examine the theory of hegemonic masculinity and its changing nature on future gender role and gender equity. Two phase studies (study 1 and study 2) were conducted in order to understand the beautifying male body culture. The first study used a social psychological approach to make connections between men's private feelings and character, 36 informants; 12 from each country were recruited for the purpose of the study.

From the study, in Japan, the soshoku danshi invalidated the militaristic masculinity and the salarymen (corporate warriors), which were once known for their loyalty, intense work ethics, and self-sacrifice; in response to the tremendous social pressures- the corporate warriors who have worked very hard and paid less attention to their family and causing a family breakdown, the rise and building of these category in sensationalist contexts by a range of media; newspapers, magazines and television shows featuring the lifestyles, values and the consumption practices and the changing values of the women's expectations and emotional clemencies (co-created behavior with more understanding and care rather than masculine). In Korea, the changing features and focus in the Korean drama and magazines have significant impact on the behavior of young males. The media has continuously fired up advertisements and images of the perceived image of the well-groomed man. Through the building and developing of the "ideal" male characteristics in TV programs and magazines, over time, Korean woman felt more conscious in choosing their men, and this, in turn, puts pressure on the males. This causes men to becoming lack of confidence and males started to meet the women's demand, Coupled with the Japanese manga (and made into dramas) and its wide acceptance in the Korean community that features exceptionally beautiful male leads, created a greater acceptance. This phenomenon has instill a new era in the community perception where sane woman hopes to get men who are beautiful, kind, understanding and cooperative. While in Malaysia, the influx of the beautiful and pretty male through the Korean wave, TV dramas, magazines and international brands, fashion trends, and educational campaigns have shaped the metrosexual behavior.

The general themes found in study 1 show that men are searching for acknowledgment, confidence, equality,

modernity, freshness, and imbue ment and are conscious towards body, health and aging. Study 2 reaffirms the findings found in study 1 through a quantitative survey through questionnaire administration (1,000 questionnaires were administered in each country).

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Will be sending a write-up for an international conference.

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Completed two articles on:

- i. Men and Body Idealization: The Influence of Modernity
- ii. Beyond the cultural boundary: A move towards body idealization

Still waiting for review feedback

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

Not Applicable