*Book Review*

# Book Review: Lawson, R. *Language and Mediated Masculinities*; Oxford University Press: New York, NY, USA, 2023; ISBN: 987654321

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*Language and Mediated Masculinities*, authored by Robert Lawson, is a comprehensive and insightful exploration of how language constructs and mediates masculinities across various social and cultural contexts. This book not only offers a rich theoretical foundation but also provides a robust empirical analysis, making it a valuable resource for scholars in linguistics, sociolinguistics, linguistic anthropology, and related fields such as anthropology, sociology, media studies, and gender studies.

In the introductory chapter, Lawson sets the stage by highlighting the importance and urgency of studying masculinities in the digital age, particularly in light of the pervasive online abuse and its societal impacts. He emphasizes the ethical dimensions of his research and outlines the structure of the book, providing a clear roadmap for readers.

The second chapter delves into the conceptual framework, defining key terms such as "gender", "masculinity", and "male". Lawson reviews the historical development of masculinity studies and the evolution of language and masculinity research over the past two decades, laying a solid theoretical foundation for the subsequent empirical chapters.

Chapter Three is dedicated to the methodological approaches and data sources used in the study. Lawson employs a multifaceted methodology, combining corpus linguistics, critical discourse analysis, and textual analysis. The data are drawn from diverse sources, including newspaper articles, television shows, social media platforms, and online forums. This approach allows for a nuanced and multifaceted examination of masculinities. Additionally, Lawson addresses ethical considerations, the impact of the EU General Data Protection Regulation (GDPR) on linguistic research, and the management of researcher safety, ensuring the rigor and reliability of the study.

In Chapter Four, Lawson analyzes the representation of the "hard man" image in British newspapers, specifically in The Guardian and The Scotsman. Using corpus linguistic methods, he examines how the "hard man" archetype is constructed and deployed across different domains such as entertainment, sports, politics, and real crime. The analysis reveals the complex ways in which media shapes and reinforces normative forms of masculinity while also highlighting instances where these norms are challenged or subverted.

Chapter Five focuses on male-dominated social spaces, particularly the Reddit community, *The Red Pill*. Through critical discourse analysis, Lawson explores the use of terms like "brother" and "alpha" and how they contribute to the construction of intimate relationships and specific masculine norms within these communities. This chapter provides a deep understanding of the intra-male social dynamics and the reinforcement of particular forms of masculinity.

Chapter Six examines the changing landscape of fatherhood in the digital age. By analyzing blogs, books, and workshops, Lawson investigates how modern fathers are redefining their roles in terms of family responsibilities, emotional expression, and parenting practices. Despite the persistence of traditional patriarchal norms, the chapter highlights a growing trend towards more egalitarian and nurturing fatherhood.

Chapter Seven delves into the intersection of extremism and masculinity. Lawson analyzes the language used in extremist groups to construct and mobilize masculine identities. The study reveals how these groups employ specific discursive strategies to link masculinity with violence, power, and resistance, thereby attracting and radicalizing

potential supporters. This chapter underscores the multifaceted nature of extremist rhetoric and its implications for understanding the construction of masculinity in extreme contexts.

In the concluding chapter, Lawson synthesizes the key findings of the book, emphasizing the pivotal role of media in shaping and disseminating normative forms of masculinity. While traditional forms of masculinity remain dominant, the book highlights the dynamic changes brought about by social and technological developments. Lawson calls for continued research to monitor and understand the evolving nature of masculinities and their broader social impacts.

*Language and Mediated Masculinities* is a meticulously researched and well-structured book that offers significant contributions to the fields of linguistics, gender studies, and media studies. Lawson's interdisciplinary approach and rigorous methodology provide a comprehensive understanding of how language constructs and mediates masculinities in various contexts. The book is not only a valuable resource for academics but also an engaging read for anyone interested in the intersections of language, gender, and culture. Highly recommended for scholars and students alike, this book sets a new standard for research in the field of language and masculinities.

**Declaration of Competing Interest**

I declare no conflict of interest.