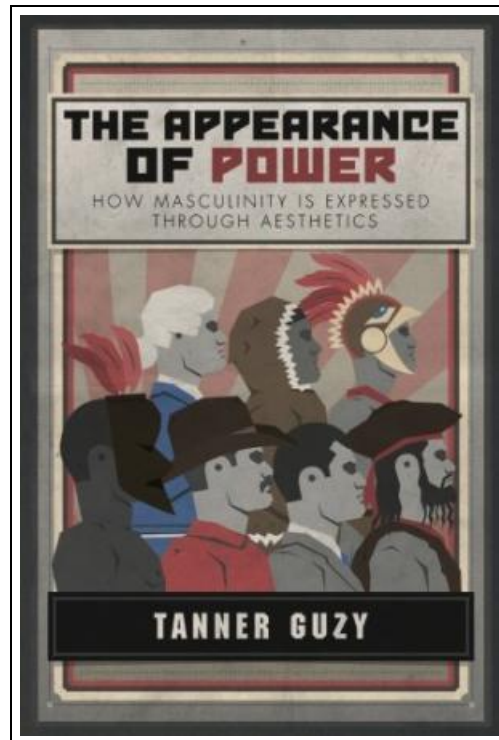


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## THE APPEARANCE OF POWER: HOW MASCULINITY IS EXPRESSED THROUGH AESTHETICS (PAPERBACK)



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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Power has an appearance and appearance has power. Ideally those two would line up together and the world would be full of good, masculine men who dress and look like good masculine men. But all too often, reality is something different. There are good men and strong leaders out there who dress and look like children or bums. There are awful, lazy men in the world who dress in a way that hides their vices from those around them and makes them appear better than they truly are. In an attempt to correct for these disparities, our current culture tries to rob both appearance of its power and power of its appearance - to say that the way a person dresses or looks doesn't - or at least shouldn't matter. We're given platitudes like, don't judge a book by its cover and there's a often a cultural rush to prove ourselves as non-judgmental as we can. But a man's appearance has been an integral part of humanity since before the dawn of civilization. As human beings we use mental shortcuts when assessing our surroundings and the people within them. It is inefficient and dangerous to treat every object, scenario, and person as a blank slate or an unknown. And, because it is our tendency to judge according to visual stimuli, we use physicality, body language, grooming, and clothing to quickly and effectively communicate who we are and how we want other people to perceive us. Some men dress to appear more physically threatening, others to convey status and power within social spheres, some attempt to fit in and not draw attention to themselves, and others...



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