

TRAITS OF MASCULINITY AS DEPICTED IN AVENGERS: ENDGAME MOVIE

Puspa Indah Aditya Pratama*, Tri Wahyu Retno Ningsih
Gunadarma University, English Department, Faculty of Letters and Cultures

ARTICLE INFO

Article history:

Received: 28 Aug 2021

Accepted: 20 Des 2021

Published: 29 Des 2021

Keyword:

gender, masculinity,
traits of masculinity,
movie

ABSTRACT

The concept of masculinity has broadened as a result of gender equality. Masculinity refers to a culture in which men's and women's social roles are clearly defined. This research objective was to find out traits of masculinity of male characters in Avengers: Endgame movie based on the theory proposed by David & Brannon, Beynon (2007). The research method used a descriptive qualitative method. The data of this research are dialogues and scenes in Avengers: Endgame movie. The results represent that there were seven traits of masculinity found in the male characters of Avengers: Endgame movie were be a big wheel, be a sturdy oak, give 'em hell, new man as nurturer, new man as narcissist, new lad, and metrosexual men. The researcher also found out the dominant traits of masculinity namely new man as nurturer.

INTRODUCTION

Literature is a form of art that produces works novels, plays, poems, and movies as its result (Hornby, 2010). Literature can be defined as all writings that express an idea, emotion, feeling, value, and behavior in life. We can express our thought through literature. Literature is usually associated with deciphering the meaning of life and nature, but it may also be used to describe someone's imagination. Literature includes all forms of written expression, with the caveat that not all written documents can be classified as literature in the strictest definition of the term (Klarer, 2004). It indicates that literature is learning expressed in written form; nevertheless, not all books or

* Corresponding author.

E-mail addresses: puspa378@gmail.com (Puspa Indah Aditya Pratama), twahyurn@gmail.com (Tri Wahyu Retno Ningsih)

documents may be classified as literature because not all books contain meaningful words.

Nowadays, the movie is one of famous kind of literature. Movie is a recording of moving images that tells a story and is viewed on a television or screen. Movies as painting, literature, dance, and theater which have existed as strong art for hundreds of years (Creswell et al., 2015). Movie is considered suitable and effective in conveying the context to the message. For some reason, movies are sometimes used to show the writer's point of view about some issues and hope people can relate and support what the writer presents.

The movie takes various social issues that remain exist in society, one of the social issues is gender issues. The economic, social, political, and cultural traits involved with being a woman or a man are referred to as gender (Jhpiego, 2020). Equality between males and females exists once each sexes area unit is able to participate equally within the allocation of power and influence (UNFPA, 2005). Distinct cultures have different conceptions about what it means to be a woman or a man, and these meanings change throughout time. Gender is a social construct that reflects certain characteristics and roles connected with distinct groups of people in terms of sexuality and sex (Jhpiego, 2020).

Gender refers to the characteristics of men and women about how they dress, appear, behave or work. Gender created a classification of female (feminism) and male (masculinity) traits which are the result of social and cultural construction so that they can be exchanged and differ from one culture to another. In other words, the concept of masculinity arises because of the social and cultural constructs of gender.

In this research, the researcher intends to analyze the traits of masculinity and dominant traits of masculinity depicted through male characters in *Avengers: Endgame* movie. It is critical to do this research because it shows people about gender equality, which is widely recognized in our culture.

LITERATURE REVIEW

Masculinity is a social construct of males that is influenced by culture. Masculinity is placed on gender relations, which is a practice that involves men and women and has implications for physical power, traits, and culture (Connell, 2005). Physical power is the capability to act or generate an effect or capability to get extra-base hits, it relates to strong physic, gun, muscular, and violence. Violence is part of the domination system but at the same time a measure of its perfection (Connell, 2005: 83).

Masculinity is shaped not just by their gender, but also by differences in age, social class, ethnicity, and race. Male gender is only found at the intersection with other social divisions and also social disparities (Kimmel, Hearn, and Connell, 2005). Someone who has a masculine nature will act differently, they will tend to prefer violence to peace, prefer domination rather than reconciliation, have no difficulty in playing football, etc.

According to Beynon (2002) emphasizes that masculinity is a dynamic experience formed by a variety of elements, as well as ethnicity, education level, social status, geographical conditions, and so on. In other words, masculinity is a complex concept and cannot be reduced to just one form. The development of the formation of

masculinity values is also different from time to time, even in the current era of masculinity more diverse types. Even now, the concept of masculinity and femininity is beginning to evolve. What was once thought to be a woman's role can now be performed by men and vice versa.

However, the value of masculinity fluctuates depending on the area and situation. Social and cultural variables have an impact on it. In this case, the cultural aspect is a significant consideration in our society, as culture can evolve over time and define the value of masculinity in a new light. David & Brannon, Beynon (2007) proposed eight traits of masculinity, namely No Sissy Stuff, Be a Big Wheel, Be a Sturdy Oak, Give 'em Hell, New Man as Nurturer, New Man as Narcissist, New Lad, and Metrosexual Men. Beynon divided the traits of masculinity with his description in each decade, as follows:

Masculine Before The 1980s

According to Deborah David and Robert Brannon (2007), there are four rules that strengthen the character of masculinity, namely:

- 1) No Sissy Stuff (not using women's belongings): women's behavior and characteristics must be avoided by a real man.
- 2) Be a Big Wheel (being an important person or figure): the success, power, and admiration of others are all indicators of masculinity. Men must have a certain level of riches, popularity, and status that is very male.
- 3) Be a Sturdy Oak (being someone who has power): masculinity requires rationality, strength, and independence. A man must still act calmly in various situations, not showing emotion and weaknesses.
- 4) Give 'em Hell (show courage): men must portray a sense of bravery and assertiveness, as well as a willingness to take risks even though reason, logic, and fear dictate otherwise.

Masculine in 1980s

The male figure as New-Man developed in the 1980s. Beynon (2007: 3) divides the male figure as New Man into two concepts, they are:

New Man as Nurturer

This concept is the first strand in New Man that intersects with men's reactions to social change and their shifting roles in the 1970s and 1980s, particularly during the first wave of feminism. Men also live their nature like women as beings who have a sense of care. This trait of New Man as Nurturer explains that men have tenderness as a father, especially in raising and caring for children, involving the full role of men in the domestic. Men also understanding, respecting, and having good relations with women both caring and sharing. Men have emotions, is sensitive and also gentler, showing their feminine side, against violence, a good listener, and relates with others wisely and democratically. Men interests in ecology, peace and radical politics and advanced in his thinking.

New Man as Narcissist

The second concept of New Man is men show their masculinity which are flamboyant and elegant lifestyle of yuppies. Men increasingly like to indulge themselves

in commercial products that make them seem successful such as property, cars, clothes, etc. They are very ambitious and career lovers to achieve or get social status and show off their success. The trait of New Man as Narcissist proposes men have look fit because they are aware of body health and muscular, know how to dress up, have an interest in clothes, fashion, and shopping. Men in New Man as Narcissist interests in all gadgets and very knowledgeable about things related to computers. Men also

Masculine in 1990s

Beynon named this era the New Lad. New Lad started with pop music and football which also led to macho, violence, and hooliganism. The traits of New Lad are men builds their life in the world of drinking, partying, football or soccer, consider women fun, and like sex. Men are more concerned with leisure time or good time and making jokes that are considered demeaning to women.

Masculine in 2000s

In the masculine of the 2000s, new terminologies such as Metrosexual began to be discovered. Metrosexual men come from the upper middle class. They are more priority to fashion and also incorporated in respected communities in society. Metrosexual men are a kind of socialite (people who like to hang out with prestige). They generally have to be knowledgeable, or they are called cultured men. Metrosexual men are people who care about an orderly lifestyle, like details, and tend to be perfectionists.

METHOD

The researcher used the qualitative method. (Strauss & Corbin, 2015) stated that a qualitative research method is a type of research in which the researcher obtains and evaluates data that utilizes an open and flexible design. Qualitative method is a way of collecting data that concerned describing the meaning. Based on the explanation above, this research used a descriptive qualitative method because this research uses an interprets, and describes the data.

The source data of the research is *Avengers: Endgame* movie, and the data were taken from the male characters dialogues and scenes. The data of this research are collected by using following steps. First, the researcher watched the movie entitled *Avengers: Endgame*. Second, the researcher downloaded the English subtitle from the internet. Third, the researcher took notes the minutes of the dialogues that shown traits of masculinity. Then, the researcher identified the dialogues of male characters that are related to traits of masculinity. Lastly, the researcher classified the male characters dialogues related to the traits of masculinity.

FINDINGS AND DISCUSSION

Findings

From the eight traits of masculinity, the researcher found out seven traits of masculinity in the dialogues and scenes of the male characters from *Avengers: Endgame* movie based on David & Brannon, Beynon (2007) theory. The researcher found 32 data results regarding what traits of masculinity namely, Be a Big Wheel, Be a Sturdy Oak, Give 'em hell, New Man as Nurturer, New Man as Narcissist, New Lad, and Metrosexual Men.

Be a Big Wheel

Table 1. Data 1

No.	Time	Source
1.	00:37	Can we get a photo?

In the dialogue above, when Steve, Natasha, and Scott come to see the Hulk to talk about a time machine to the past, restore what was lost for 5 years and ask for his help to build a time machine, Hulk was approached by his fans and asked him to take a photo together. This dialogue shows the trait of masculinity namely, Be a Big Wheel because Hulk earned admiration from his fans and has popularity.

Table 2. Data 2

No.	Time	Source
2.	01:18:55	Sir? I don't understand.

On the data 2 above, Steve visited New York in 2012 to pick up the mind stone at the time being taken over by Hydra. Steve carried out his plan by getting into the elevator containing the agent and tricked them by saying he had called the director and the scepter was taken over by Steve. However, the agent did not understand why Steve had suddenly taken over, and this dialogue includes Be a Big Wheel because Steve is an important figure since the other agent called him "sir".

Be a Sturdy Oak

Table 3. Data 5

No.	Time	Source
5.	11:00	Tony, I'm gonna need you to focus.

For twenty-three days Tony stranded in space after his fight with Thanos, finally Carol came to save him. When he arrived on Earth, Tony inquires ask where did Thanos go, and Steve responds that no one knew where he was heading; he simply opened a portal and stepped through. Afterwards, Steve asked if Tony got a clue where Thanos is. However, Tony responded with a disengaged and emotional response to his failure. In here, Steve looks calm and doesn't get emotional in arguing with Tony and told Tony to stay focused. This action of Steve above shows trait of masculinity namely Be a Sturdy Oak because Steve still acts calmly in various situations.

Table 4. Data 6

No.	Time	Source
6.	01:37:32	Are there any other options with the Tesseract?

In the dialogue 6 above, as the time when Stark, Scott, and Rogers travel to New York City in 2012, Steve manages to retrieve the Mind Stone, but Tony and Scott

accidentally allow Loki from 2012 to escape with the Space Stone. Tony and Scott argue with each other and blame the consequences of their failure because their particle remains 1 and if it doesn't work, they can't come back. However, Steve in here calmed down and tried not to get emotional by asking if there were other ways that could be done. From the analysis above, it can be concluded that this dialogue includes Be a Sturdy Oak.

Give 'em Hell

Table 5. Data 8 & 9

No.	Time	Source
8.	58:33	I'm game. I'll do it.
9.	01:57:53	I'll do it.

Based on the data 8 above, Stark collaborates with Banner, who has merged his knowledge with the Hulk's abilities to design a time-traveling gadget. Scott is an experiment to prove whether the time travel device is successful or not. However, after just one test run, he was not ready to do it, but Clint suddenly came and offered himself to be a trial whether the tool was successful or not. This action of Clint shows the trait of masculinity namely Give 'em Hell because he shows an aura of courage.

In the data 9 above, after the Avengers managed to collect the Infinity Stones using a time machine, Tony attached the stones to the gloves he had made. Rocket asks who will snap his fingers, and Thor offered himself. Not just anyone can snap these fingers, because the Infinity Stones have strong power and the Hulk, Thanos the strongest man who is hard to destroy, even almost killed them. From the analysis above, it can be concluded that this dialogue includes Give 'em Hell because Thor be brave to take risks.

New Man as Nurturer

Table 6. Data 12 & 13

No.	Time	Source
12.	00:21	Okay. Now, let's worry about how you get there. Gotta move your foot here. Point your toe this way. Your hips here. Okay?
13.	33:20	Morgan H. Stark, you want some lunch?

The dialogues 12 above are showed that Clint Barton is training his daughter how to play arrows. The figure and dialogues above are included to the characteristic of masculinity, namely New Man as Nurturer because this type of masculinity has characteristic is involves the role of a father, especially in caring for children.

In the dialogue 13 above shows that Tony Stark was playing with his daughter and called her out for lunch. This figures above includes to the traits of

masculinity, namely New Man as Nurturer because this type of masculinity has characteristic is involves the role of a father, especially in raising and caring for children.

Table 7. Data 17 & 22

No.	Time	Source
17.	01:58:35	Look, it's not just the fact that glove is channelling enough energy to light up a continent. I'm telling you, you're in no condition.
22.	01:22:08	I'm not Loki and I don't wanna hurt you.

In the data 17 above, when Rocket asked who would snap his fingers, and Thor offered himself up. But Tony wisely said he didn't want Thor to do it because that glove is capable of channelling enough power to light up the entire continent, but it also doesn't allow for the condition of his body and can almost make him die. Thanos and the hulk who are strong humans are hard to destroy almost destroying half of his body. Thus, these figures and the dialogues can be included into type of masculinity, namely New Man as Nurturer because this type of masculinity which involves relates to others in a thoughtful and democratic way.

Based on data 22 above, During Loki's strike in 2012, Steve travels back in time to New York City. He was able to recover the Mind Stone from Hydra sleeper agents, but he met Steve in 2012 on the way. Steve in 2012 thought that Steve in 2023 was Loki who was disguising as himself, even though it was himself in the future. This dialogue includes New Man as Nurturer, because Steve is opposed to violence to attack Steve 2012. Steve in 2023 just wanted to settle it in peace and he could go away with the Mind Stone.

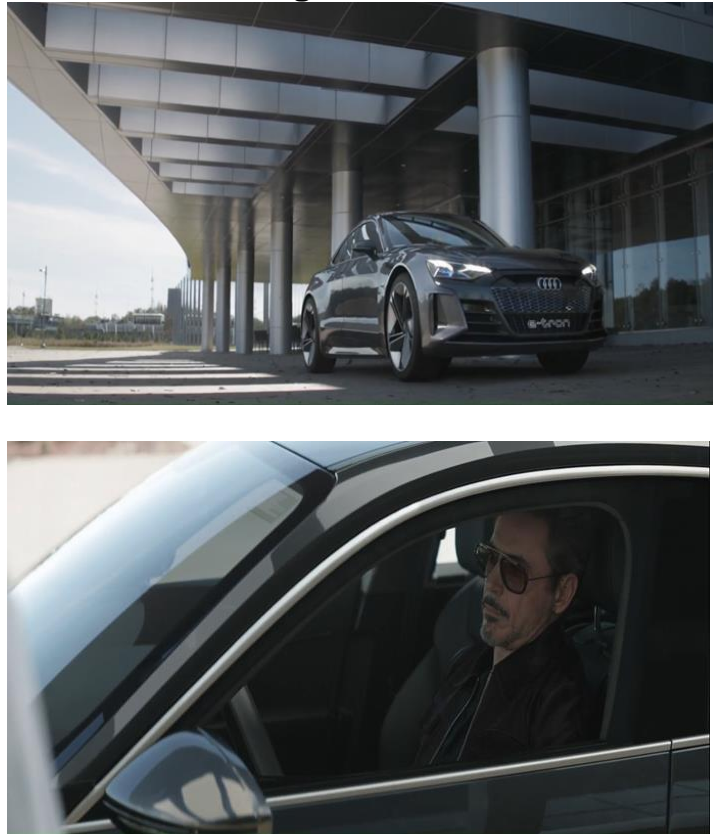
Table 8. Data 19 & 25

No.	Time	Source
19.	32:00	I think we both need to get a life.
25.	22:00	That's those little brave baby steps we gotta take to try and become whole again, try and find purpose.

Based on the data 19 above, it can be seen Natasha was talking or confide in with Steve, at here looks Steve well listen to her, not ignore her and give her a little advice. These scenes and dialogues are included in New Man as Nurturer, because Steve is good listener with the others.

The data 25 above showed after 5 years Thanos wiped out 50% of all living creatures, Steve and his friends were sitting in a circle and sharing what they were doing after 5 years of the Thanos incident, missing relatives, even their loved ones. They miss family, friends, loved ones and cry. Steve who wisely tells to his friends that they can't just get stuck there, they should move on, grow and try to become whole again. These actions of Steve can be included in New Man as Nurturer because he dealing with others wisely.

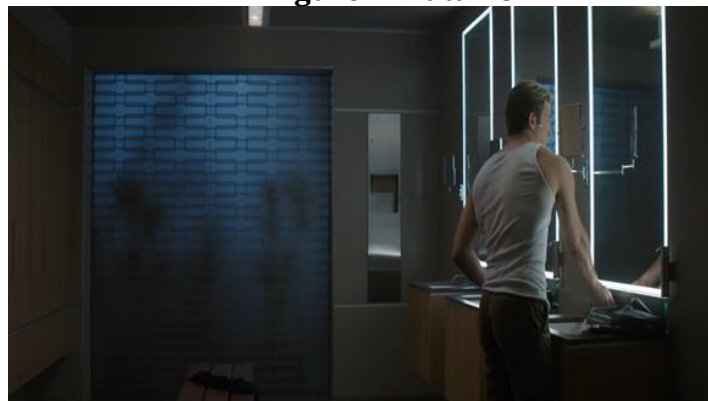
Figure 1. Data 29



Source: Avengers: Endgame Movie, 45:56

On that scene, Tony who has an electric sports car which has a myriad of technology, advanced features in it and of course the price is very expensive. As Beynon (in Nasir, 2007) said that in New Man as Narcissist, men show their masculinity with a flamboyant and elegant lifestyle of yuppies. Men increasingly like to indulge themselves in commercial products that make them appear successful. In this case, Tony can be included in New Man as Narcissist because he is someone who is elegant, and likes expensive items such as cars.

Figure 2. Data 28





Source: Avengers: Endgame Movie, 08:12

Steve's muscular body can be seen in the data 28 of the movie where Steve is seen in the bathroom and was shaving his beard. Based on the figure 2 above, it represents that Steve is an athletic person who trained hard, because in order to get a muscular and toned arm we have to routinely do exercises to maintain the shape of our body. We can see the physical appearance of Steve who is seen as a masculine male character as a sign that can become a person's identity and it can be included type of masculinity, namely New Man as Narcissist, because we can see the body of Steve Rogers is look fit and also muscular.

New Lad

Table 9. Data 21

No	Time	Source
21.	00:50	So, you guys want a drink? What are we drinking? I've got beer, tequila, all sorts of things.

In the dialogue above, Hulk and Rocket get the task to gather all the remaining Avengers team. He and Rocket go to the Asgard refugee's new home in Norway-New Asgard to recruit Thor, and they are surprised to see Thor changed so drastically. After Thor felt that he was a failure in fighting Thanos, he became into drinking beer and playing video games with his friends all the time at his home. This dialogue above includes New Lad because Thor likes drinking, free life, and have fun with his friends.

Metrosexual Men

Table 10. Data 22

No.	Time	Source
22.	39:36	I've got a mild inspiration. I'd like to see if it checks out. So, I'd like to run one last sim before we pack it in for the night. This time, in the shape of a Mobius strip, inverted, please.

Tony has the inspiration to design a device to travel in time to the past so that the Avengers can retrieve Infinity Stones from the past and use them to undo Thanos's

actions in the present. Metrosexual men are people who care about an organized lifestyle, like details, and tend to be perfectionists. According to Beynon (2002: 121), they generally have to be knowledgeable, or they are called cultured men. This dialogue above includes Metrosexual Men because Tony has intelligent, knowledgeable, and also tend to be perfectionists.

Discussion

The researcher found 32 data that has been analyzed and categorized into traits of masculinity using theory by David & Brannon, Beynon (2007). The finding was unexpected and found out that the most dominant trait is New Man as Nurturer with a total of 16 data. The main reason for it is because male characters live their natural nature like women as creatures who have a sense of care. They really respecting and having good relation with women. Men have gentleness as a father, for example, to take care of children. Men's desire to support the women's movement also involves men's full role in the domestic arena. Thus, one of the traits of masculinity, namely New Man as Nurturer, is appropriate to be used in this movie because as stated by (Beynon, 2007) masculine is a man who looks fatherly, as the ruler of a family, and a figure who is able to lead the women to make decisions that are.

CONCLUSION

In this research, the researcher concludes the result from analyzing the traits of masculinity as depiction through male characters in *Avengers: Endgame* movie based on the theory by David & Brannon, Beynon (2007). The result shows that there are 32 data were found. Out of 32 data, 3 data of be a big wheel, 3 data of be a sturdy oak, 5 data of give 'em hell, 16 data of new man as nurturer, 3 data of new man as narcissist, 1 data of new lad, 1 data of metrosexual men. The highest trait depicted in the movie is New Man as Nurturer which contains 16 data. As mentioned in the result and discussion part, the traits of masculinity namely New Man as Nurturer is dominant because men have tenderness as a father, for example, to take care of children, involving the full role of men in the domestic arena and also live their nature like women as beings who have a sense of care.

REFERENCES

- Beynon, J. (2002). *Masculinities and Culture*. Buckingham: Open University Press.
- Connell, R. W. (2005). *Masculinities: Second Edition*. Cambridge: Polity.
- Creswell, J. D., & Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. USA: Sage Publications.
- Demartoto, A. (2010). *KONSEP MASKULINITAS DARI JAMAN KE JAMAN DAN CITRANYA DALAM MEDIA*. Jurnal Jurusan Sosiologi Fakultas Ilmu Sosial dan Ilmu Politik UNS Surakarta, 1-11.
- Hornby, . S. (2010). *Oxford Advanced Learner's Dictionary of Current English*. New York: Oxford University Press.
- j, & jhpiego. (2020). *GENDER ANALYSIS TOOLKIT FOR HEALTH SYSTEMS*. Retrieved from Jhpiego: <https://gender.jhpiego.org/>
- Kimmel, M. S., Hearn, J., & Connell, R. W. (2004). *Handbook of Studies on Men and Masculinities*. New York: SAGE .

- Klarer, M. (2004). *An Introduction to Literary Studies*. Canada: Routledge Taylor & Francis Group.
- Strauss, J. C. (2015). *Basics of Qualitative Research*. California: SAGE Publications, Inc.
- UNFPA. (2005). *Frequently asked questions about gender equality*. Retrieved from unfpa.org: <https://www.unfpa.org/resources/frequently-asked-questions-about-gender-equality>