Man’s Body on the Line:
Male Objectification in *Magic Mike* (2012)
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Abstract

In recent years, the objectifying depictions of men in mass media have increased dramatically and this phenomenon has been a topic of examination in cultural studies. A lot of contemporary Hollywood movies are produced containing the issue of male-objectification where men’s bodies are being objectified on display. Therefore, this study intends to scrutinize the representation of men and their bodies in a Hollywood movie, *Magic Mike* (2012). The theory of female gaze is applied to discover how men’s bodies are being represented. This study is conducted using ideological approach and qualitative method—a narrative and non-narrative analysis of film. This study finds that, in *Magic Mike* movie, men are represented as having such masculine body image (hard, muscular and mesomorphic). The masculine body image of men is treated as an erotic spectacle where men’s bodies are fully sexualized and eroticized on screen. The finding indicates that men’s masculine bodies are objectified and transformed into a desirable commodity that can satisfy spectators’ pleasures of looking.

Keywords: male-objectification; female gaze; narrative and non-narrative analysis; erotic spectacle