

Reconstructing Masculinity through Language, Culture and Communication Technology.

Dr. Charles K .Moywaywa, PhD,Lecturer,

South Eastern Kenya University, P.o Box 170, 90200, Kitui.

Dr. Antony Mukasa, PhD, Part Time Lecturer,

Kenya Methodist University,

P.O. Box 653 – 60200, Meru

ABSTRACT

This paper is an investigation on the role of language, culture in reconstructing masculinity.

There is an apparent disconnect between traditional and modern perspective on what it means to be a man. This work is guided by Rawin Cornels' notion of masculinity. The paper is based on the following objectives;to interrogate the importance of culture in defining gender roles within the traditional context, to examine the disconnect between traditional and modern views of masculinity, to determine the need for reconstruction of masculinity, to examine the role of language, culture and technology in reconstructing masculinity. Information for this paper was gathered through literature review. Among the key arguments in this paper, is that, there is an apparent disconnect between the traditional and modern views of what it means to be a man. The paper also argues that there is need to reconstruct the society's perception on what it means to be a man in order to lender it relevant in modern society. Language, culture and technology has a key role in this.

Keywords: Reconstruction, Masculinity, Gender, Hegemonic masculinity, Subordinate masculinity

Corresponding author is Dr C K Moywaywa, Ph D, Email ckinanga@seku.ac.ke