

Title: Makeup, Media, and Male Identity: A Study of Male Make-up Use in South Korea Versus America

Presenter: Kathleen Kim, Irvine Valley College

Mentor: Brittany Adams

In the largely patriarchal societies of South Korea and America, traditional masculine ideals are being redefined. In South Korea, it is now completely normal for men to wear makeup for better presentation; however in America, make-up is almost completely restricted to gay men, who portray this standard as a means of their sexual representation. Contemporary media platforms such as YouTube and Instagram will be my main source of primary evidence to uncover the relationship between media and cultural acceptance of men's makeup, as well as the demographic contrasts in terms of straight- versus gay-identifying males. I will examine makeup tutorials that men in South Korea and America post on YouTube to visibly portray the differences, as well as Instagram hashtags and accounts that provide realistic, everyday depictions of both communities of men. For example, Matthew Hall's "I'm METRO, NOT Gay: A Discursive Analysis of Men's Accounts of Makeup Use on YouTube," studies a YouTube video of an American metrosexual-identifying male who created a daily makeup tutorial while also hinting a "concern that cosmetic use might attract charges of homosexuality" upon himself. I anticipate drawing the conclusion that media trends in South Korea call for a greater expectation of straight men to adopt makeup as a form of better self-presentation, whereas media trends in America guide male makeup use as a means of breaking heteronormative male standards.

Works Cited

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