

**THE PORTRAYAL OF MASCULINITY IN THE AXE ‘AXELERATE’
2016 WEB SERIES**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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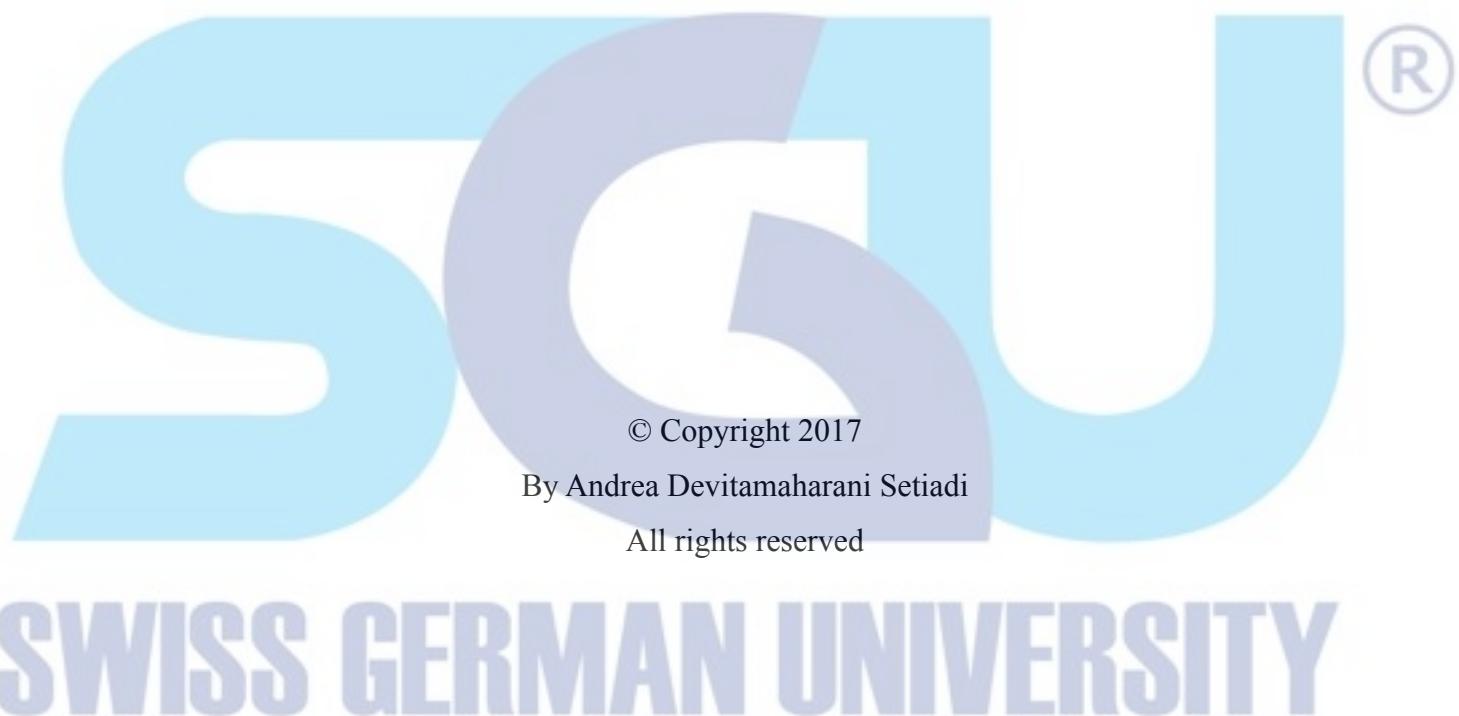
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Commercials are made as effectively as possible to reach its target audiences. One of the ways is to tailor made the advertising to be appealing to its target, including gender. It is often found that the advertising contains stereotyping gender roles displays. Little did we know, the audiences are affected by the advertising as one of the ubiquitous media.

Through this study of Axe ‘AXELERATE’ web series masculinity portrayal, this research is about to unveil how masculinity is being portrayed in commercials, especially in the web series of Axe titled ‘AXELERATE’ that are very masculine. This research shows that not only women are depicted in a certain stereotype, but men also are not immune to it. There are several elements to be analyzed that cover color association in costume, camera angle and shot, and figures movement. Furthermore, this research is analyzed with the theory of Gender Display by Erving Goffman that revealed the stereotypes towards men in the commercials and the portrayal of masculinity in these web series are still strong, courageous, and are willing to take chances.

Keywords: advertising, gender, stereotypes, masculinity, semiotic study, mise en scène



DEDICATION

I dedicate this work to my beloved family.



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