In my short time on this planet (31 years) I’ve seen gender norms and stereotypes shift in remarkable ways. The most dramatic is the LGBTQ and feminist movements, and how they interact with each other.

For example, an interesting change in the sports industry, and specifically women’s sports, is the emergence of transgendered competitors. A lawsuit is currently working its way through Connecticut courts to block transgender athletes from competing in female sports leagues ("Girls Sue to Block," 2020). This is an incredibly complex issue, but my honest opinion is that transgender women (M->F) should not be able to compete in women’s sports. There are obvious biological differences that just cannot be overlooked, no matter how culturally progressive you are.

However, as a man, I notice targeted masculine advertising the most, and what I’ve seen over the years is a slow shift towards masculine shame. Now this is probably an unpopular opinion, and I get most of my media from the internet (YouTube, Reddit, etc.) so my perspective is most likely skewed to favor the vocal minority. What I see is a push from all sides to hide my masculinity and physical strength or to be sorry for the actions of other men. I have a tremendous amount of love and respect for all peoples from all walks of life and genders, but this is a tricky time to be a man and voice an opinion. That said, the fact that men still have a very dominant position in most cultures of the world cannot be ignored. Unfortunately, many men DO use this rank to hinder the growth and success of other genders, which I find unforgivable.

Eaton-robb, Pat. “Girls Sue to Block Participation of Transgender Athletes.” AP NEWS, Associated Press, 12 Feb. 2020, apnews.com/8fd300537131153cc44e0cf2ade3244b.