In seeking to challenge the socialization of toxic masculinity, Sexton finds promise in the ways younger people today view gender and identity as fluid, rather than as a rigidly defined binary choice, especially in how they present themselves online. He also considers how marketing can re-brand masculinity in positive ways that are designed to help men seek counseling and therapy. (Both of which happen to connect back to Banet-Weiser’s discussions of the economy of visibility and neoliberalism.)

For your response, what is positive masculinity and how does it differ from toxic masculinity? Find an example online of positive masculinity that hasn’t already been used in the course materials. Describe your example and explain what makes it positive, rather than toxic, masculinity. What is the purpose of your example (such as advertising a product/service, presenting a role model, providing a cultural critique, etc.)? How is masculinity being presented in the example? Does your example successfully challenge toxic masculinity? In what way? If not, what could be a more effective approach? Provide specific examples from class readings, videos, and other sources to support your statements.

I think Sexton puts himself to explain what is positive masculinity through his life’s story, experience with his family, he describes how his mother is feeling and suffering from his father who is toxic masculinity. Like he said in his book that “This worldview means that America must always be ready to fight. It’s important when examining history to remember that men are taught that communication is a weakness, and that the only way a man can express himself is through anger or violence.”(Sexton, 86)

Sexton like to show that American men who were born in “Greatest Generation”, baby boomers, tend to become toxic masculinity that is dangerous for our future, especially, who supported Trump to be president of the U.S. However, he give the idea of new generation, millennial, having been born after 1981, which I believe they would be the hope of our future of society. And I think the millennial could represent for the positive masculinity and fight encounter with the outdated generation or toxic masculinity. As Sexton said in his book that “For myself, and others like me, gender always felt like a fixed lane because as a kid you were bullied and socialized into believing you were subject to the immutable laws of nature. Boys were boys and girls were girls. You liked blue, you roughhoused, you played with truck, you responded to frustration with anger, and you’d better damn well never cry. Living in traditionally patriarchal world, that was reality with which there was no arguing. If you deviated it meant there was something fundamentally wrong with you, whether it was a personal defect or, in the case of the evangelical community I grew up, at the behest of something evil.”(Sexton, 236)

Through reading the book, the example online that pop up to my mind is the one of character in The Avengers movie, Iron Man. I think the Iron Man is not only just representing the millennial and positive masculinity that explain in the book, it show up how technology would be important and solving our problem of recent and future. In addition, Iron Man is the most popular if compare to other characters like Captain American and Thor, who represent the part of American culture too. The more success of the movie and popular of Iron Man that people love in the U.S and around the world, I believe that is the hope of our generation and the future to develop a technology and believing in science to solve the real problem to be better environment and society.

Sexton Yates, Jared (2019). *The Man They Wanted Me To Be:* United States of America: Publishers Group West

Russo Anthony, Joe Russo. (2019). *Avengers: Endgame.* Marvel Studios, Paramount Pictures, Walt Disney Studios Motion Pictures.