



THE BEST A MAN CAN GET



**"boys will be boys"**

# Forbes

263,299 views | Jan 15, 2019, 07:21am

## Why Gillette's New Ad Campaign Is Toxic

The New York Times

***Gillette Ad With a  
#MeToo Edge Attracts  
Support and Outrage***

**A PROJECT BY:**

TIRONA, VICTOR LORENZO B.  
ENAGE, ALEXANDRA LOUISE E.



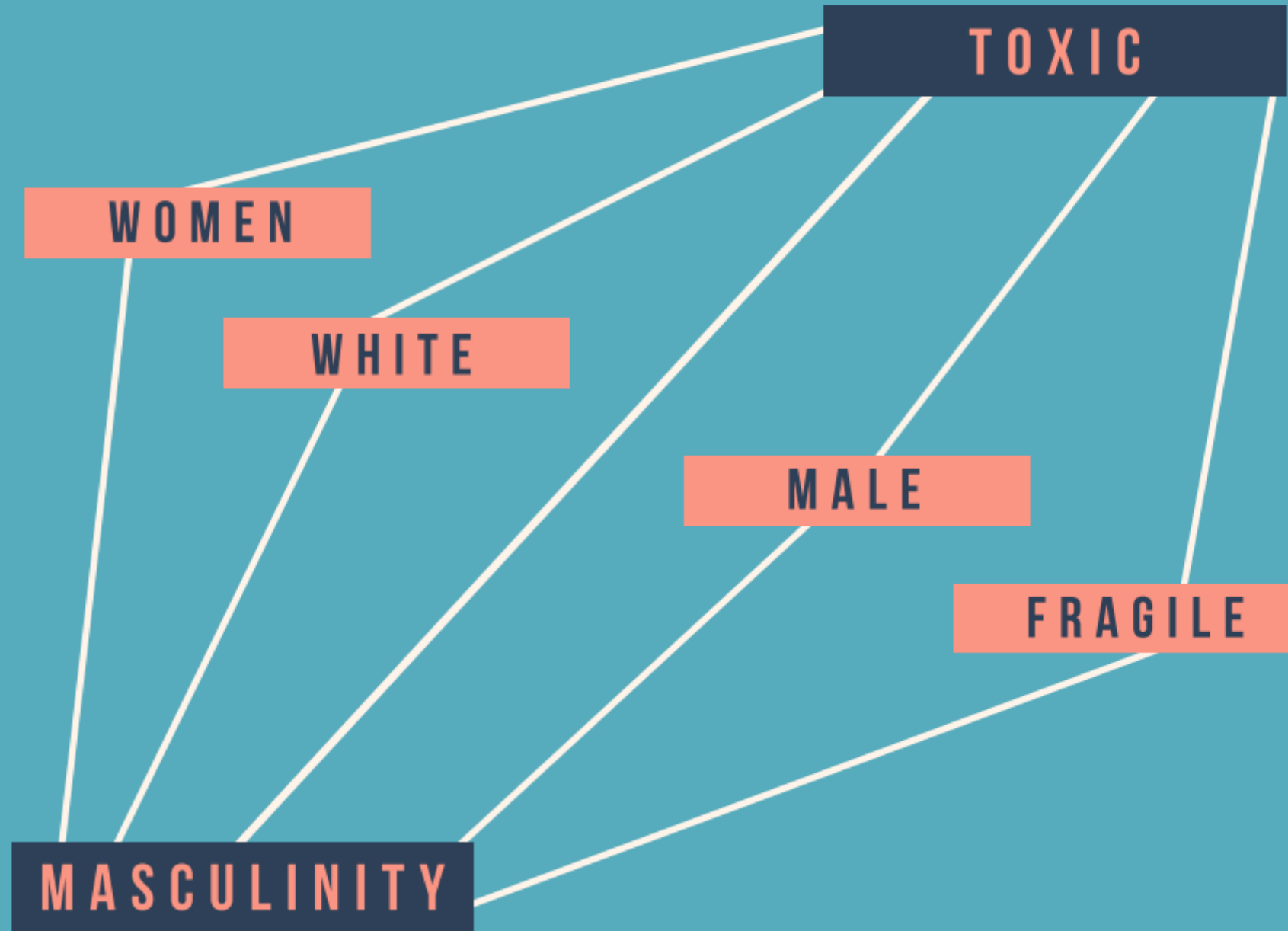
# **EXAMINING THE MEANINGS OF TOXIC MASCULINITY ON TWITTER**

**WHAT ARE SOME MEANINGS OF  
“TOXIC MASCULINITY” AS  
CAPTURED ON TWITTER?**

**RESEARCH QUESTION**

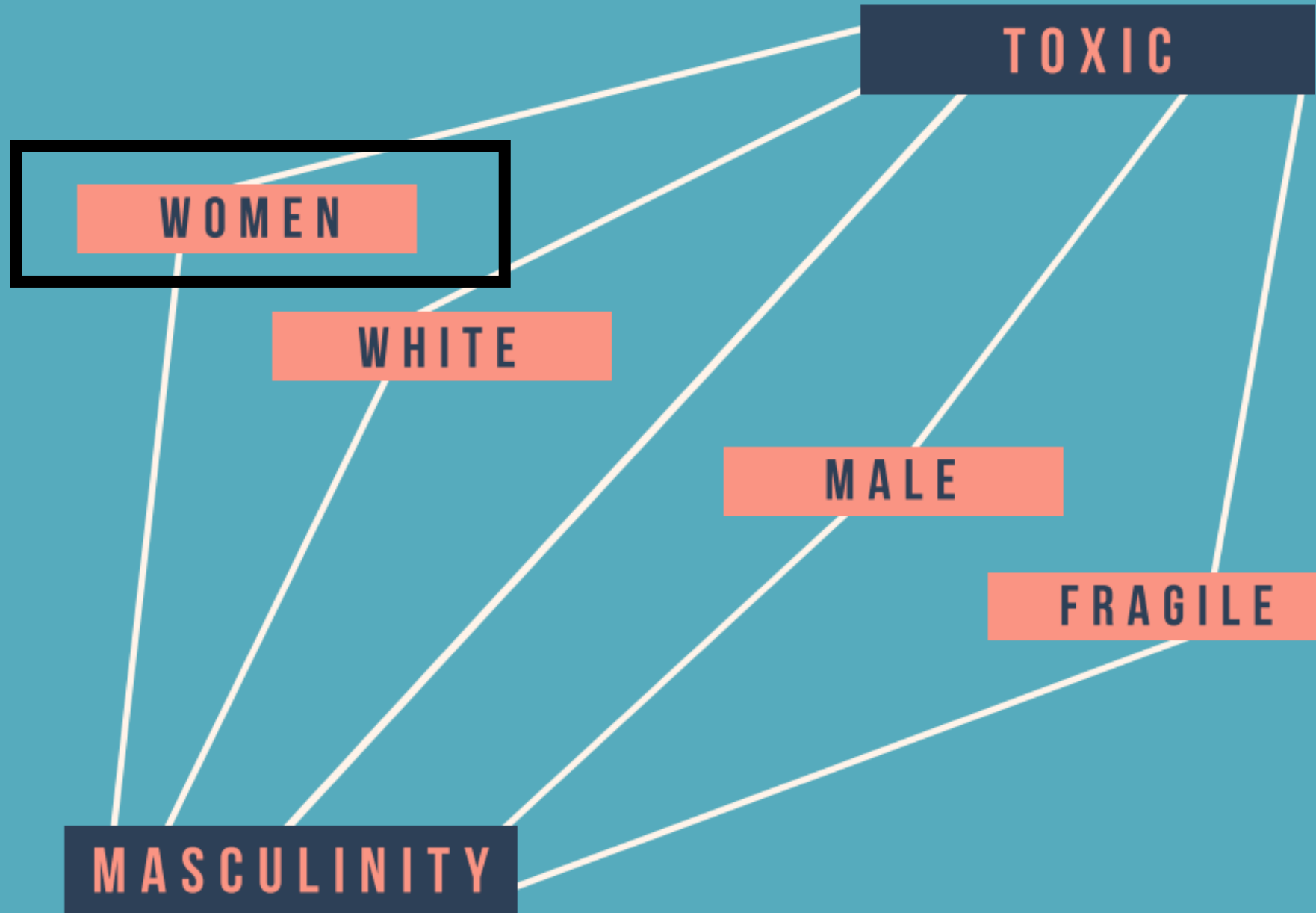
**7,252 TWEETS**  
**FROM 31 JAN. TO 19 MAR. 2019**

**METHODOLOGY**



**FIGURE 1: WORDS THAT FREQUENTLY APPEAR WITH “TOXIC MASCULINITY”**





**FIGURE 1: WORDS THAT FREQUENTLY APPEAR WITH “TOXIC MASCULINITY”**



**“WOMEN HATE ‘TOXIC  
MASCULINITY’ UNTIL THEY WANT  
YOU TO BEAT A [MAN’S] ASS”**

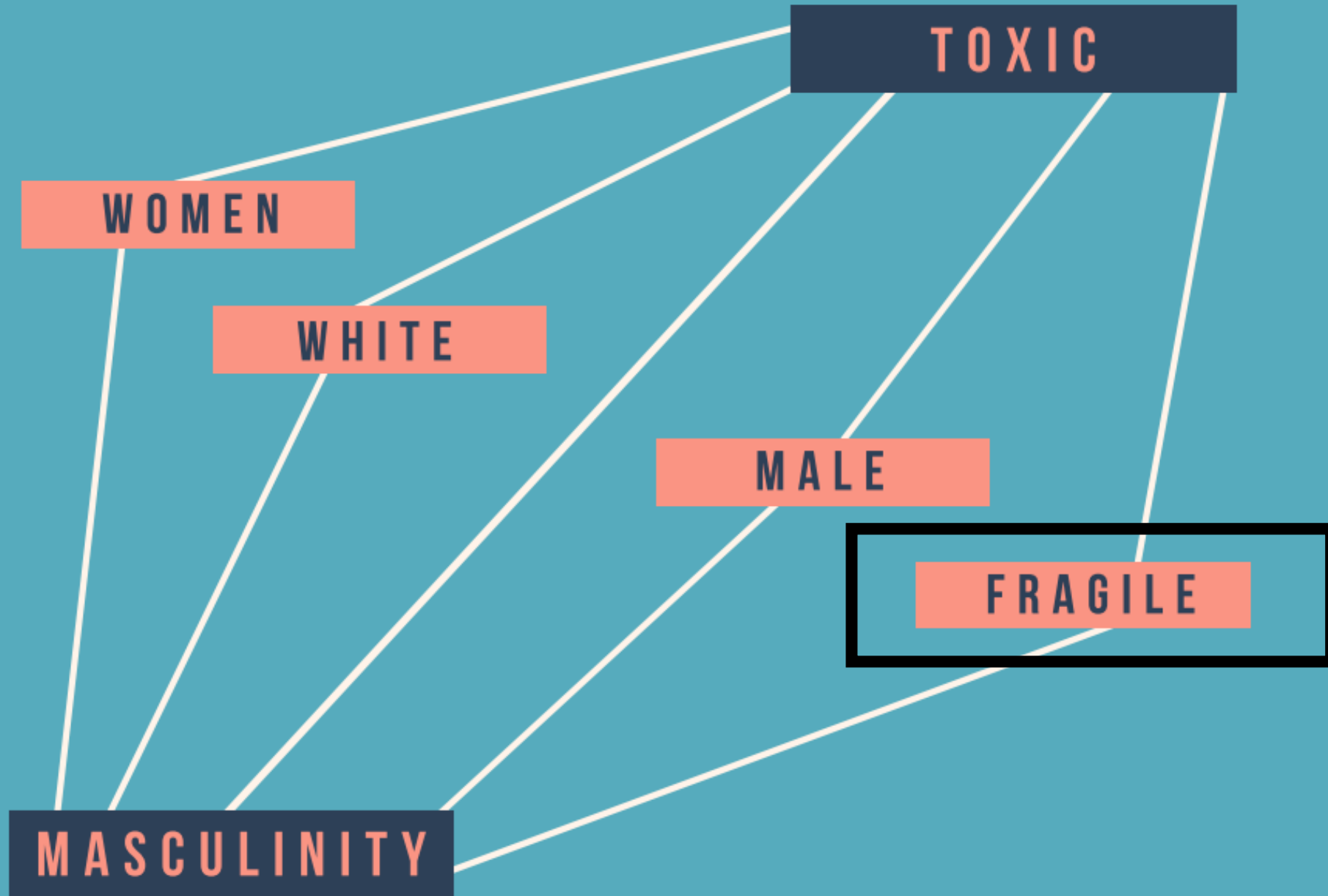
**@TOMMYTHEBURNER  
28 FEB. 2019**

**“TOXIC MASCULINITY ISN'T MASCULINITY.  
MASCULINITY IS BEING TAUGHT [...] HOW  
TO TREAT ALL PEOPLE, INCLUDING  
WOMEN, WITH DIGNITY AND RESPECT”**

**@JIMBLOX  
01 MAR. 2019**

**“[...] TOXIC MASCULINITY AND A LOT  
OF **TRANSPHOBIA** IS AN AFTER EFFECT  
OF MISOGYNISTIC VIEWS OF HOW  
PEOPLE SHOULD BEHAVE.”**

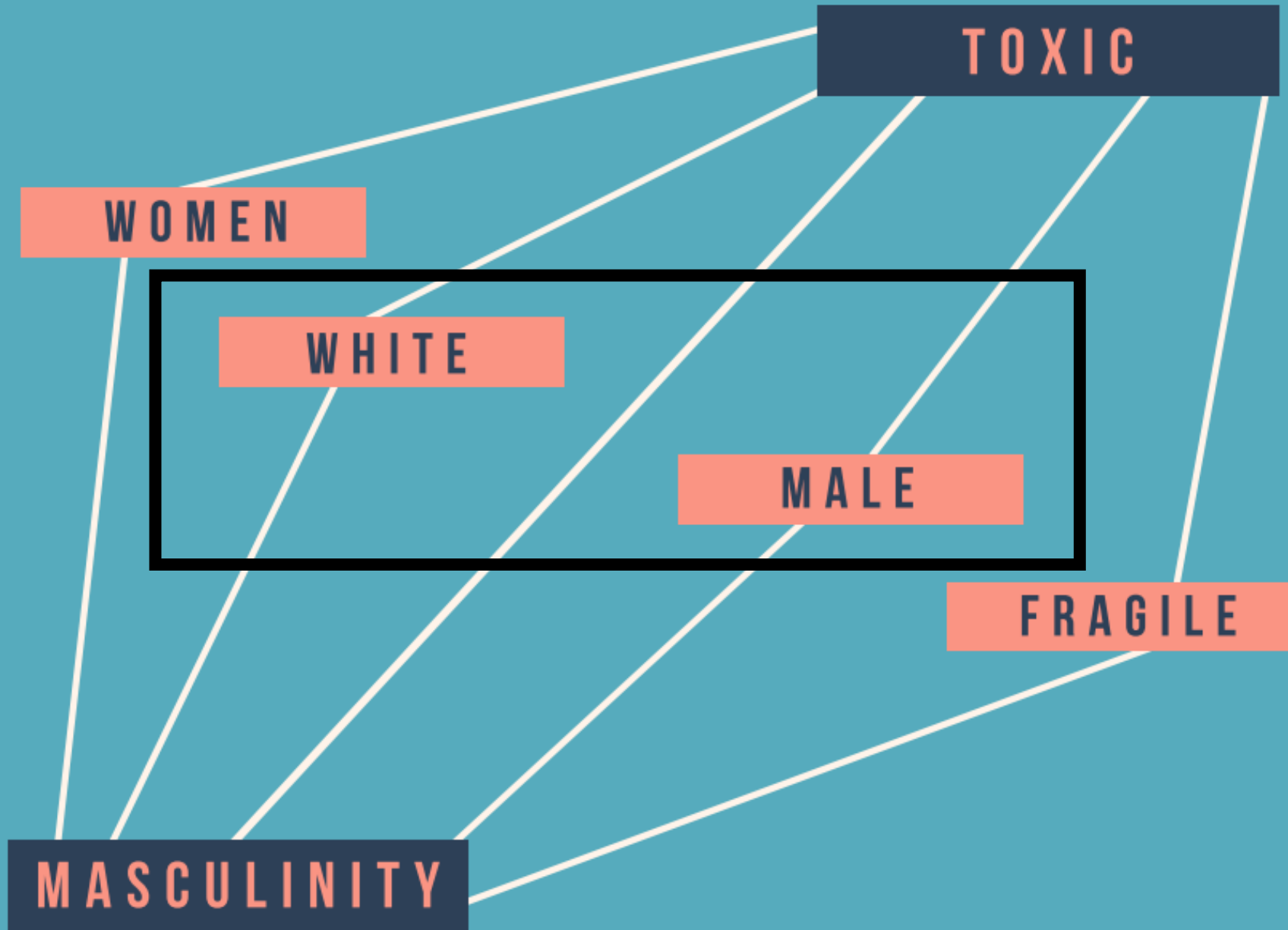
**@MEME\_LUIGI**  
**12 MAR. 2019**



**FIGURE 1: WORDS THAT FREQUENTLY APPEAR WITH “TOXIC MASCULINITY”**

**“[...] TO FEED THEIR OWN  
MISOGYNISTIC EGOS AND  
FRAGILE TOXIC MASCULINITY IS  
DISGUSTING”**

**@NLISSBET  
31 JAN. 2019**



**FIGURE 1: WORDS THAT FREQUENTLY APPEAR WITH “TOXIC MASCULINITY”**

**“TOXIC MASCULINITY AND  
WHITE FRAGILITY ARE JUST TWO  
LIL PEAS IN A POD.”**

**@SAYMOORESAM  
28 FEB. 2019**





**BOYS DON'T CRY | WHITE RIBBON PSA**

**WHITE RIBBON**  
**26 FEB. 2019**

**TOXIC/FRAGILE MASCULINITY IS THE RESULT  
OF THE PERPETUATION OF TOXIC MASCULINE  
STANDARDS BY MEN AND WOMEN ALIKE, AND  
IS CONSIDERED A NORMALITY IN WHITE,  
PATRIARCHAL CULTURE.**

**CONCLUSION**

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