



# **The Other Guy: Media Masculinity Within the Margins (Popular Culture and Everyday Life)**

*Derek A. Burrill*

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Suffering from «manopause» and «Low T», underemployed and unwilling to grow up, «the other guy» has emerged as an important figure in modern media masculinity. From the films of Judd Apatow to sitcoms and popular music, this new breed of man is desperately attempting to change with the times, but is often unable (or unwilling) to understand the new landscape. Avoiding rhetorics of victimization, Derek A. Burrill charts and analyzes the other guy in order to understand how men see themselves, in media and in culture at large.

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