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**For Real Men Only:
The Influence of Media on Masculinity**

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Abstract

Old Spice is an American cologne and aftershave brand whose worldwide popularity is built on a specific marketing campaign: that Old Spice is the perfect scent for the perfect man. With the surge of technology and mass media, Old Spice has become interdependent with consumers views on masculinity and because of that, it has influenced what it means to be a man in the twentieth century. In this paper, the development and change of the Old Spice brand can be noticed as well as its stance on masculinity throughout the twentieth century. Through these advertisements it can be seen how Old Spice views masculinity and how it helps shape it, for better or for worse.

Keywords: *masculinity, media, technology, Old Spice*