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The construction of hegemonic masculinity in bodybuilding

Autor(es): Karacam, Mustafa Sahin

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THE CONSTRUCTION OF HEGEMONIC MASCULINITY IN BODYBUILDING

Bodybuilding is useful to discuss the inscription of gender, in particular masculinity and has recieved attention of scholars in sport (e.g: Bridges, 2009; Wiegers, 1998). The aim of this study is to examine the construction of hegemonic masculinity in bodybuilding. Bourdieu's socio-cultural theory (1977) and Connell's hegemonic masculinity approach (1987, 1995) were applied as theoretical framework. Bourdieu's conceptual tools (field, habitus and practice) were used to understand the bodybuilding field. Connell's approach was used to understand the inter- and intragender relations and status asymmetries. This study is conducted with ethnographic method to understand the patterns of bodybuilding (Gratton & Jones, 2004). Data is collected from a private gym located in the center of Ankara, the capital city of Turkey, through the researcher's immersion to field and variety of methods such as interviews, field notes and participant observation (Emerson, Fretz & Shaw, 2008). Interview questions are semi-structured and were formed in the light of the existing literature (Atkinson, 2007, Bridges, 2009; Monaghan, 1999; Wieger, 1998). Study's purposive sample was composed of 15 amateur bodybuilders and 5 trainers (2 women-3 men). Interviewees were given the informed consent before interviews. All interviews were recorded and transcribed onto computer. Then transcripts and field notes were open coded, scrutinized and classified with regard to theorical approaches of the study. Data were analyzed inductively via individual-case (Patton, 1990) and content analysis. Researcher still participate in gym, take field notes and conduct interviews. Although the study is still on going, in the light of this study's theoretical approaches, the researcher's field notes and experiences, some provisional themes are: *Gendered Structure of Gym; Body Capital and Masculinity and Multiple Masculinities*.

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¹ Hacettepe University, Faculty of Sport Sciences

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