



Packaging Boyhood: Saving Our Sons from Superheroes, Slackers, and Other Media Stereotypes

Sharon Lamb, Lyn Mikel Brown, Mark Tappan

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Player. Jock. Slacker. Competitor. Superhero. Goofball. Boys are besieged by images in the media that encourage slacking over studying; competition over teamwork; power over empowerment; and being cool over being yourself. From cartoons to video games, boys are bombarded with stereotypes about what it means to be a boy, including messages about violence, risktaking, and perfecting an image of just not caring. Straight from the mouths of over 600 boys surveyed from across the U.S., the authors offer parents a long, hard look at what boys are watching, reading, hearing, and doing. They give parents advice on how to talk with their sons about these troubling images and provide them with tools to help their sons resist these messages and be their unique selves.

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