



The Role of Fiction Writing in Promoting Positive Masculinities

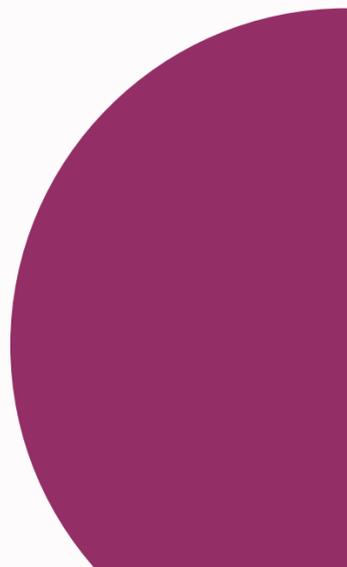


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Changing the Perspective of Normal Through Intentional Male Character Building

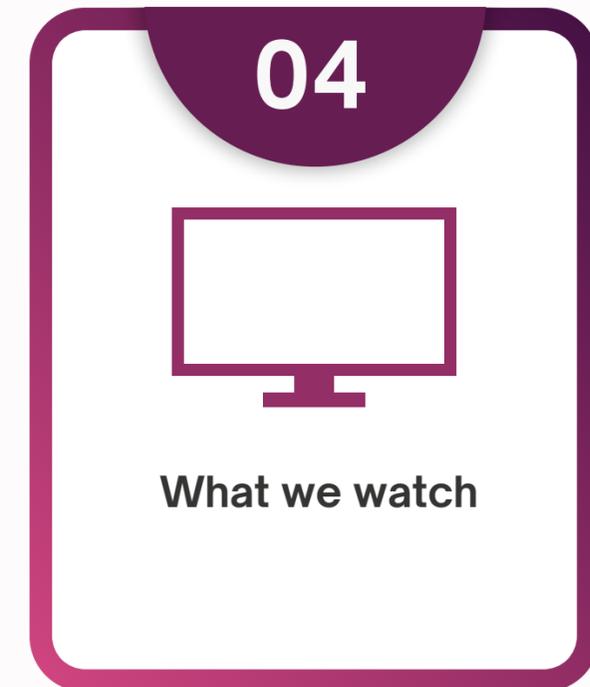
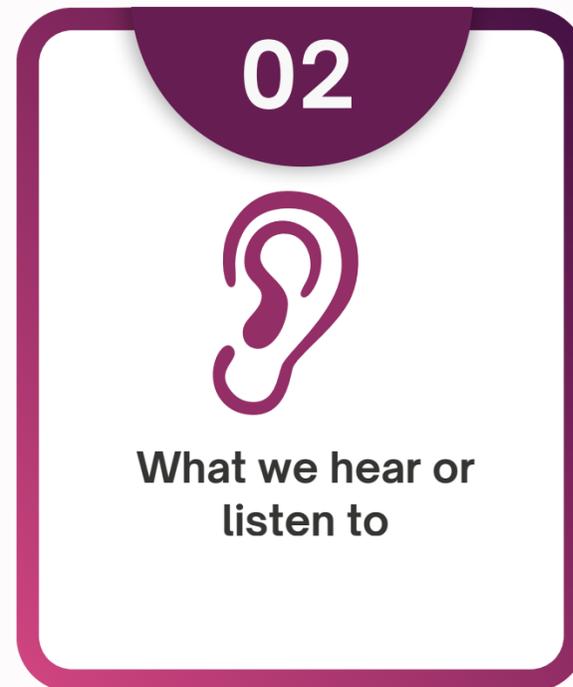


- Toxic masculinities are harmful social expectations placed on men and boys that promote dominance, emotional suppression, and the misuse of power—often at the expense of women, children, and even other men.
- Positive masculinities promote expressions of manhood that are healthy, respectful, emotionally intelligent, community-oriented, and aligned with dignity and equality for all.
- Currently, in most African societies, toxic masculinity is considered “normal” male behaviour.



The Role of Fiction Media in Shaping the Perspective of “Normal” Male Behaviour

- Our environment and the media we consume determine what 'normal' means to us.
- The more we experience something, the more normal it becomes
- Our idea of normal is influenced by:



The Role of Fiction Media in Shaping the Perspective of “Normal” Male Behaviour

Most people consume some sort of fiction

- Books
- Movies
- Series
- Short films
- Skits



The Role of Fiction Media in Shaping the Perspective of “normal” Male Behaviour in Books and Movies



- Advertising works because seeing a product or service repeatedly builds psychological trust and influences purchase
- Similarly, repeated movie tropes have influenced the public's perspective on topics and consumer behaviour in the past.
- Fiction media plays a crucial role in reinforcing or challenging general perceptions of “normal” masculinity through intentional character building
- When readers and viewers consistently encounter male characters who have positive masculinity, these traits become normalised and even desirable in a real-world context.

Recommendations for Promoting Positive Masculinity Through Fiction

1

Create multi-dimensional male characters

who break the boundaries of traditional male stereotypes

2

Show character growth

as men learn to embrace vulnerability, emotional expression and other positive masculinity traits.

3

Avoid reinforcing harmful stereotypes that reward toxic masculinity

by adding repercussions for characters who exhibit unrepentant toxic traits.

Recommendations for Promoting Positive Masculinity Through Fiction

Highlight positive male role models

4

who demonstrate care, empathy, and respect in their relationships.

5

Include diverse representations of masculinity across different African cultures and contexts.

to promote relatability for different demographics



THANK YOU

