

TABLE OF CONTENTS

	Page
PENGAKUAN	i
ABSTRACT	ii
ABSTRAK	iv
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	xi
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Rationale of Study	3
1.2 Research Questions	5
1.3 Instrument	6
1.4 Significance of Study	6
1.5 Limitation of Study	7
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	9
2.1 Gender Models	11
2.1.1 The one-sex model	11
2.1.2 Male sex drive	11
2.1.3 The male physique	13
2.1.4 The Functionalist theory	14
2.2 Results of Theories	15

2.3 Definition of terms	16
2.3.1 Sex identity (male/female)	16
2.3.2 Gender identity (masculine/feminine)	16
2.3.3 Patriarchy	18
2.3.4 Masculinity	18
2.3.5 Masculinities	19
2.4 The rise of capitalism	21
2.5 Malaysia within a capitalist system	27
2.6 The magazine as an instrument	29
2.7 Background to <i>FHM Malaysia</i>	32
CHAPTER 3: METHODOLOGY	
3.0 Introduction	34
3.1 Selection of Corpus	34
3.2 Method	37
3.2.1 The cover page	40
3.2.2 Regular segments	41
3.2.3 Feature articles	46
3.2.4 Interviews	46
3.2.5 Advertisements	49
CHAPTER 4: FINDINGS	
4.0 Introduction	54
4.1 The cover page	54
4.2 Regular segments	56
4.2.1 <i>Letters to the Editor</i>	56

4.2.2 <i>Reporter</i>	57
4.2.3 <i>Jantan Test</i>	57
4.2.4 <i>Eats</i>	59
4.2.5 <i>Reviews</i>	63
4.2.6 <i>Bar Room Jokes</i>	64
4.2.7 <i>Fashion</i>	69
4.2.8 <i>Gold</i>	75
4.2.9 <i>Hardware</i>	79
4.2.10 <i>Hospital</i>	84
4.2.11 <i>Wheels</i>	86
4.2.12 <i>Endzone</i>	88
4.2.13 <i>True Stories</i>	91
4.3 Feature Articles	92
4.4 Interviews	97
4.5 Advertisements	103
4.5.1 Eye contact	108
4.5.2 Touch	109
4.5.3 Body Position	109
4.5.4 Location	110
4.5.5 Relative Size	111
4.5.6 Male-female advertisements	112
4.6 Discussion	113

CHAPTER 5: CONCLUSION

5.0 Introduction	118
5.1 Aim of study	118
5.2 Methodology	119
5.3 Findings	120
5.4 Significance of findings	121
REFERENCES	122

LIST OF FIGURES

	Page
Table 3.1: Contents of <i>FHM Malaysia</i>	39
Table 3.2: Coding Record 1	53
Table 3.3: Coding Record 2	53
Table 4.1: Categories and Sample Questions in <i>Jantan Test</i>	58
Table 4.2: Categories of Jokes	68
Table 4.3: Sample Column in the fashion page	72
Table 4.4: Gadgets and their prices	81
Table 4.5: Image Representations in Advertisements	103
Table 4.6: Categories of Products Advertised	106