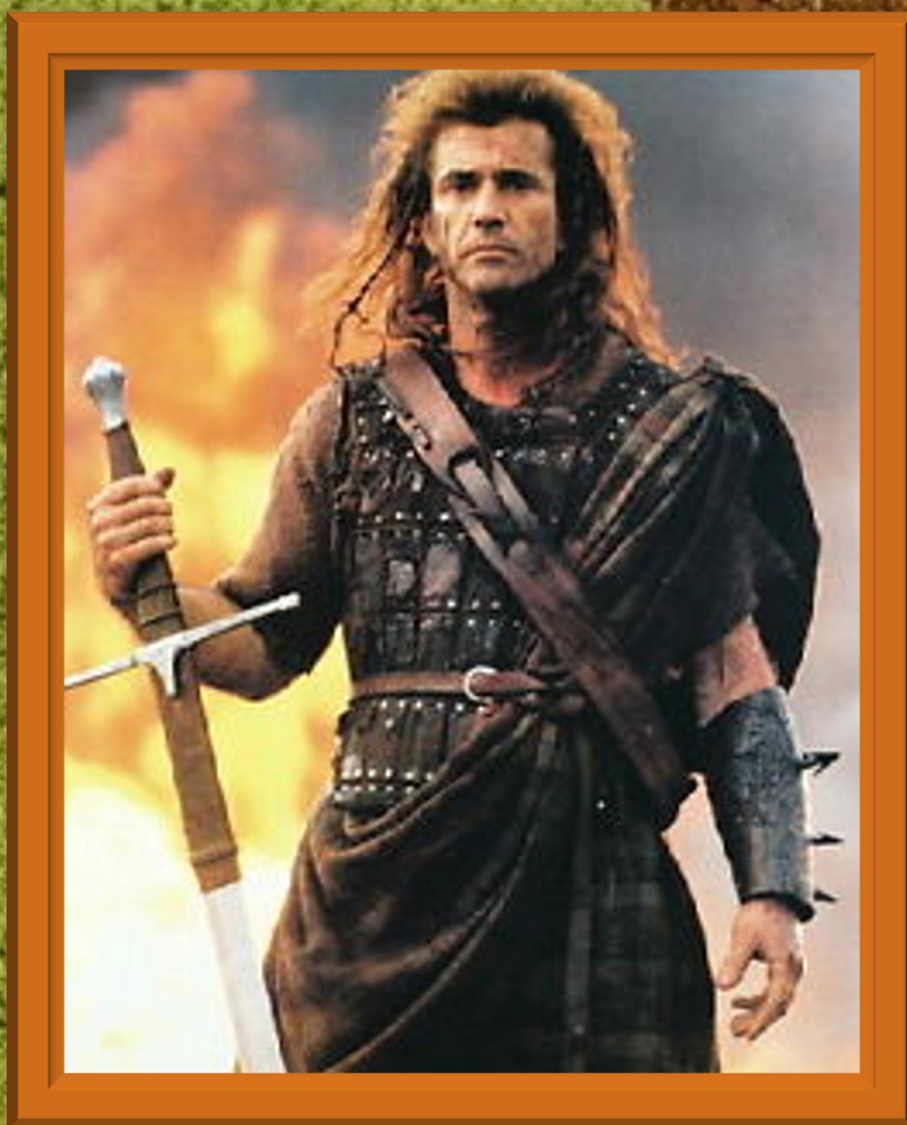


SCOTTISH Masculinity in MEDIA



HIGHLAND WARRIOR IMAGE: STRONG, STURDY, RUGGED, RELENTLESS WARRIOR. CREATED IN REFERENCE TO THEIR DEDICATION AND LOYALTY IN BATTLE. DOESN'T TRANSLATE WELL INTO THE 21ST CENTURY CAUSING AN INABILITY FOR MEN TO SATISFY STANDARDS RESULTING IN FRUSTRATION AND INFERIORITY.

UNMOTIVATED DRUNK IMAGE:

CREATED AFTER INDUSTRY JOBS WERE FILLED BY NON-SCOTTISH MEN WHO TRAVELLED INTO THE COUNTRY LOOKING FOR OPPORTUNITY. UNEMPLOYED SCOTTISH MEN WERE THEN ALL CONSIDERED LAZY AND CRIMINAL.

