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Sommario/riassunto	Pendergast traces the shift in US periodicals from Victorian masculinity--which valued character, integrity, hard work, and duty--to modern masculinity--which valued personality, self- realization, and image. Arguing that the rise of mass consumer culture was a key factor in the change, he describes how such magazines as American Magazine, Esquire, and True presented masculinity in ways that reflected the magazines' relationship to advertisers, contributors and readers. Annotation copyrighted by Book News Inc., Portland, OR