# Representations of Harry Styles in Independent's online news headlines

Bachelor's thesis Josefiina Jokela

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Tässä tutkielmassa tavoitteena oli selvittää millaisia representaatioita muusikko Harry Stylesista löytyy brittiläisen verkkolehden Independentin uutisotsikoista, ja mitä ne kertovat hänen maskuliinisuudestaan. Vastaavanlaisia tutkimuksia on tehty paljon kuuluisista naishahmoista, mutta maskuliininen näkökulma representaatioiden tutkimuksessa on vajavainen. Representaatioiden tutkiminen on tärkeää, sillä ne kertovat miten ihmiset näkevät ympärillään olevan maailman ja sen lukuisat eri ilmiöt.

Tutkimusta varten kerättiin verkkolehti Independentin sivuilta kaikki uutisotsikot, joissa Styles on pääosassa. Menetelmänä tutkimuksessa toimi kriittinen diskurssianalyysi, jonka lomassa käytettiin mediatutkimuksen termejä ja ilmiöitä. Uutisotsikot kerättiin brittiläisen Independentin verkkosivuilta vuosilta 2016–2023. Kelvollisia otsikoita valikoitui tutkimukseen mukaan 102 kappaletta, jotka teemoitettiin sana- ja aihevalintojen perusteella eri representaatioiksi. Styles valikoitui tutkimuksen kohteeksi, sillä miesten ja maskuliinisuuden representaatioiden tutkiminen laajemmin olisi tarpeellista. Styles on suosittu artisti ja usein maskuliinisuuden rajoja rikkova kuuluisuuden henkilö, joten hänen representaatioidensa tutkiminen kertoo ennakkoajatuksista ja -käsityksistä liittyen miehiin ja maskuliinisuuteen.

Tutkimuksen löydöksenä oli Stylesin kymmenen representaatiota. Styles esitettiin uutisotsikoiden pohjalta ammattimaisena artistina, muoti-ikonina, kritiikin kohteena, avoimena ja feministinä, samaistuttavana ja sympatiaa herättävänä, seksuaalisena, rakastavana idolina, yhteiskunnallisesti vaikuttavana, lämpimänä ja välittävänä sekä hupsuna ja hauskana. Kaiken kaikkiaan otsikoiden perusteella Stylesistä välittyi äärimmäisen positiivinen ja lämminhenkinen kuva. Representaatiot olivat osittain linjassa siinä, miten miehistä tyypillisesti puhutaan mediassa, mutta tutkimuksen myötä valottui myös suuresti Stylesin feminiininen puoli, ja epäselvä maskuliinisuus. Tulosten vertailu on haastavaa, sillä vastaavia tutkimuksia julkisista mieshahmoista ei ole juuri tehty.

Asiasanat – Keywords Harry Styles, male artist, representation, critical discourse analysis, news headlines, masculinity, media

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## 1 INTRODUCTION

Media has a massive role in our modern world, shaping and affecting people's thoughts and ideas of the things surrounding us. Society nowadays is surrounded by a constant stream of new content, anything from news to entertainment. Khalid and Ahmed (2014: 7) point out that because of this, the very nature of human's information seeking has changed. Nowadays, people are going through news to find out what to think about something, rather than just finding out what has happened. Ross (2013) states that common discourses that are present on media are gender, culture, and influence. Therefore, the wide influence of media has been a popular field of study among several scholars.

Harry Styles is a British award-winning artist and actor. He first became famous through the British boy band One Direction which was formed in 2010 during the music competition X Factor. One Direction managed to release five albums in five years, creating a devoted fan base, selling millions of records, and scoring high on the single charts (Last.fm 2022). However, Styles started his solo career in 2016, after the band announced their indefinite hiatus. Since then, he has released three chart hitting albums and managed to become one of the most famous and popular artists of our time. Additionally, Styles' third album *Harry's House*, which was released in 2022, made him a Grammy winner, and included record breaking songs, such as As It Was, lifting his status in the music industry. Styles also has become famous through his transgressive male image and representation which sparks discussions and triggers opinions.

The aim of this thesis is to research the media representations of Styles in Independent's online news headlines. Studying media representations is done by utilizing critical discourse analysis, which is often used when examining the power relations or inequalities within our society. Styles is a highly successful and famous male artist, who constantly breaks and stretches the stereotypical ideas of gender norms and masculinity. Hence, the representations of Styles are also analyzed through the lens of gender studies, examining how the representations demonstrate his masculinity. Similar discourse analyses are common since discourse analysis can reveal the hidden undertones and ideologies within text, but famous men, unlike women, are not a usual or a popular subject. Thus, as argued by Macnamara (2006: 92), research about contemporary representations of masculinity is close to non-existent.

The thesis begins with an overview of Critical discourse analysis which is the main research method utilized in the present study. Chapter 3 will cover the basic ideas and phenomena regarding media studies and media representations. Moreover, chapter 4 will focus on the aims and methods of the present study, while chapter 5 will cover the whole analysis of this study. Finally, chapter 6 will wrap up the whole thesis together, providing the discussion and conclusion.

# 2 CRITICAL DISCOURSE ANALYSIS

Critical discourse analysis (CDA) thinks of language widely as a social practice (Fairclough 1995). In more detail, it concentrates on how language is used when describing various social phenomena. Thus, discourses are specific ways of representing various objects, happenings, people, and any other factors of the world. Hence, as Fairclough (1995: 7) states, CDA can be used when analyzing how both written and spoken language work within a certain social context. Moreover, because of these research characteristics, CDA is widely used when seeking answers to both why and how language is being used, as well as, where it is used and in which contexts. Fairclough (1995) has also developed a deep three-dimensional framework in the field of CDA. This framework combines the three main approaches to CDA: discourse practice, discursive events, and the basic text analysis. Fairclough argues that the context must always be taken into consideration when doing an analysis of the different discourses, and hence, the framework aims to connect all three of these factors to each other.

The main concept in critical discourse analysis is discourse – or a discourse as a plural. As a singular term discourse describes the usage of language as whole, and its relationship to all social action (Pietikäinen & Mäntynen 2019: 30, 36) In addition, discourse can be either interactions regarding specific historical and cultural contexts, or more simply 'verbal objects' (van Dijk 2008: 3). As a plural, a discourse refers to certain, perspective ways of creating meaning (Pietikäinen & Mäntynen 2019: 36). In more detail, a discourse defines the way how and why language should, could and would be used when describing the various phenomena and ideas our world has to offer. Furthermore, since all language is constantly changing, it is necessary and inevitable that a discourse also changes and swifts. The changes and connections between discourses are shaped and affected by the surrounding context, which motivates the research to find connecting links and patterns (Pietikäinen & Mäntynen 2019: 46).

A closely related term to CDA is representation. Language represents the world around us, meaning that the nature of language is to present and describe the world (Pietikäinen & Mäntynen 2019: 78). Furthermore, since representation literally means presenting something again, it is assumable that one's pre-existing knowledge, thoughts and ideas affect the representations made. However, although every representation made is influenced by others, simultaneously every representation is also new and unique (Pietikäinen & Mäntynen 2019: 78).

Furthermore, Orgad (2012: 15) continues that representations are vital when discussing and forming the globalization experience. All things considered, nationality and culture context affect the texts and narratives that circulate on media. Although representations are usually viewed as either texts or images, in a broader sense a representation can be, for instance, a building or an artefact (Orgad 2012: 15). However, media representations are built to represent.

Critical discourse analysis provides an insightful view on different texts but has also gotten serious critique from different researchers. The main benefit of CDA, according to Fairclough (1995: 1) is the combined analysis of both power and ideology within language. In contrast, van Dijk (2008: 87) argues that CDA lacks actual methods of analyzing. According to him, the methods of discourse analysis do not, in reality, even exist. Thus, the main critique CDA often receives, is the lack of real and deeper analysis. However, van Dijk (2008: 85) highlights CDA as a sufficient way of analyzing questions of social power, inequality and dominance in both sociocultural and political contexts. Studying language in different cultural and historical contexts can be both informative and meaningful, especially since the ways of analyzing of text – both written and spoken – within social contexts are relevant in the world of research.

Critical discourse analysis has been widely used when examining different media texts and how they affect both the subject and the possible reader. A large part of these previous studies concentrates around significant and heavy topics regarding the discrimination of certain cultures and groups. On a singular level, discourse analysis is common when studying the representations of politicians and women in fame. For example, Gil-Bonilla (2020) conducted research regarding Donald Trump's public image and his immigration opinions throughout the years through several of his speeches. On a more popular culture theme, Favara (2015) studied the actor Angelina Jolie and his motherhood through a feminist perspective, by examining different news articles and categorizing them. Similar Bachelor's theses have previously been made, for example, by Miettunen (2018) who examined the representations of Michelle Obama, and by Lukander (2022) who studied the representations of the pop singer Taylor Swift.

## 3 MEDIA STUDIES

In this chapter I will discuss and introduce different themes revolving around media studies which are useful to the present study. Firstly, the idea of mass media and media representation is introduced. Secondly, the concept of media is purely focused on news headlines which will also be the main data on the present study. Thirdly, the media is discussed through gender studies, and more importantly through masculinity studies.

## 3.1 Mass media and media representation

The media is both surrounding and affecting our modern world. As Sterin (2012: 9) points out, all of us are taking part and witnessing the occurring mass media revolution and its effects to our world. Moreover, mass media has already shaped both the society and culture where we live in, and the specific ways how stories are being told by their respective cultures. Since news is a significant part of mass media, and perhaps the most traditional feature, it is clear how influential they can be. As Khalid and Ahmed (2014: 8) discuss, people's main source of news from local themes to global themes is the media today. Furthermore, the topics discussed in the media give a clear outline to further public discussions and debates, and thus, it could be said that the socialization amongst humans is widely influenced by the media. Sterin (2012: 10) shares this view, adding that the media does not only affect every human as an individual, but also as a global member. However, despite the power the media contains, Khalid and Ahmed (2014: 8) argue that it can never reach a state of autonomy since the constructions and popular streams of our society are so highly engaged with it.

Nowadays the media is more often taking an online form, changing its very nature. Hence, newspapers have also been under construction making the websites of newspapers are extremely common. Dagen and Köhler (2020: 1299) state that online newspapers are read by over 40% of Internet users. Moreover, because of the nature of both our current world and the media, the number is constantly growing. In addition to the growing audience of online news, the digital form has created new features and possibilities for news. Weiss (2008: 120) agrees to this, stating how online news make inserting not only pictures, but videos, audio and other displaying content as well, easier than traditional media. Dagen and Köhler (2020: 1298) also mention these features, stating them as the characterizing themes of online news sites. Thus,

the representations on online news are considered widely different from those offered in more traditional media, such as TV or print.

Media text and content creates representations that affect and shape both the reader and our whole society. Burton (2010: 5) notes that the main function of any media text is to provide some kind of information. Furthermore, Orgad (2012: 17) argues that to deeply understand our surrounding world, representations are needed to explain and describe it. In addition, Orgad (2010: 25) states that power relations are always encoded in media representations, which, in turn, create and reproduce power relations by constructing knowledge, values, and both beliefs and ideas. Moreover, as Burton (2010: 264) states, news has always been considered as a reliable source of information. Thus, it is safe to say the news have a strong role in creating representations. Moreover, both generally speaking as well as in the present study, media representations revolve around different texts that have a symbolic substance and circulate in a specific media space (Orgad 2012: 17). The majority of media representation research focuses on the ways how various media representations reproduce and/or contest power dynamics and disparities, such as those related to, for example, gender, ethnicity, and sexual orientation, frequently in subtle, hidden, and highly refined ways (Orgad 2012: 25).

Media representations can be studied in several different ways. Orgad (2012: 15) differentiates two major research fields of media representations. First, the highlighting of representations for both culture and national identities. Second, the importance of representations for more individual dimensions of identity. Moreover, Burton (2010: 21) introduces the ideological sense of media text, which means that the reader in interaction with the media text creates the media representations. In contrast to this, Webb (2009: 43-44) gives three different approaches to representations and language. First, the reflective approach argues that language involves meanings of reality. Second, the intentional approach argues that the communicator always manages to convey the intended meaning through a selected means of communication. Third, the constructionist approach argues that in the process of creating representations, meanings are actually constructed, rather than mirrored or imposed. Additionally, Pietikäinen and Mäntynen (2019: 79) share the view of constructionist approach being the basis of representations. Furthermore, Orgad (2012: 36) discusses the usage of CDA when studying media representations. She states how studies with CDA focus on the producing of meanings, often through several different power relations in society rather than concentrating on how truths are being reflected through text.

#### 3.2 News headlines

People live in a never-ending stream of new information provided by the media and news. Readers of media, however, do not have the right resources to consume all the information without the help of news headlines (Dor 2003: 719). Thus, a successful headline manages to convey the main principles of the news without any necessary cognitive processing. The basic concept of all news is a headline that draws the reader into reading the whole text. As Dor (2013: 697) describes, news headlines are usually a rather short piece of a text which tries to summarize the main principles and ideas of the whole article. Moreover, headlines generally either contain a highlighted quote from the news, or a significant detail taken from the context. Although online news sites have become more popular among readers, the feature of headlines is the same. However, as Maier (2020: 775) argues, headlines become more significant in online context since readers tend to only read the headline and lead when scrolling through news. Dor (2003: 718) shares this view, stating that a high percentage of people are spending their time of reading news by going through the headlines.

Headlines are also known for their scandalous and dramatic phrasings, which can lead the reader into making wrong or fragmented conclusions, especially when not reading the whole story. In modern news, the term *click bait* has also risen into everyone's awareness. These kinds of headlines are purposefully luring in hopes of reader clicking it. As Koponen and Leppänen (2013: 131) point out, news sites use the clicks as their measurement for readership. Moreover, these kinds of headlines can often be interpreted wrong, creating misconception amongst the readers (Ecker, Lewandowsky, Chang, Pillai 2014: 332). Hence, being a skilled media reader would be important when scrolling through the news. However, in a study conducted by Ecker et al. (2014) it was discovered that even accurately worded headlines can cause varying implications with certain readers if a picture of the subject is placed next to the headline. In another study by Eshet-Alkalai and Geri (2007) it was found out that younger generations are more skilled media readers of online news, whereas older generations are more skilled in traditional printed news. All things considered, when studying the media representation and public image of a popular artist, news headlines are an ideal choice for data.

# 3.3 Masculinity and media

In addition to our values, opinions and identity, media content also affects our identity of gender (Kosut 2012: xx). Furthermore, gender representations on media include both implied and

detailed scripts relating to gender. When discussing gender matters on media, several feminist theories often intertwine with the study. Gill (2007: 7) describes feminist theories in media studies as the will to recognize how media texts and the possible social contexts they entail affect the different themes of discrimination and inequality. On a similar note, Harvey (2019) defines that feminist media studies take into consideration a wide range of possible social layers, such as gender, age, sexuality, and race, for example. Additionally, Gill (2007: 25) also points out how feminism aims to uncover the inequalities and oppressions between the different groups. Therefore, feminist studies aim to bring both equality and equity between these different groups. Furthermore, studies regarding masculinity have had a wide influence on media studies since it changed how studies on women and media are constructed (Gill 2007: 32).

Studies and questions about masculinity are one aspect of feminism (Connell 2002: 140). Research on masculinity is a widely growing field, covering several themes and contexts (Gill 2007: 30). Questions about the male image and masculinity have increased in our modern world, evoking more and more discussion regarding male studies. Thus, Harrington (2021: 2) points out that the term toxic masculinity has come into people's knowledge and has been widely on the surface, with even academic papers been increasingly written on the matter. New kinds of studies and research models are important since as Gill: 2007: 29) points out, men have typically only been studied when they were seen as a problem. Additionally, it was only in the 1990s when interest around masculinity shaped the whole human perspective into looking at men as a "gendered group" (Gill 2007: 29). Interestingly, Ross (2013: 16) refers how today's media still has the idea that masculinity is – in several different ways – having a crisis. Still, research on men and masculinities on media is still severely lacking, as stated by Macnamara (2006: 92). Although the historical view has also been that women are left on the background, and not discussed, it seems that a swift has happened, and men are being increasingly shadowed by other genders, and minorities.

# 4 THE PRESENT STUDY

This chapter will start by introducing the present study, its aims and research questions. In addition, the data collecting process and the utilized research methods are presented and discusses.

# 4.1 The aim and the research question

The aim of the study is to examine what kind of representations are formed of the famous popsinger Harry Styles through newspaper headlines, which linguistic ways are being used in the headlines, and how those possibly affect his public image. The research is particularly interesting since in our present-day, artists and otherwise famous people are closer to the public through social media and widely spreading news. Since Styles is a public male figure who constantly manages to challenge different worldviews and opinions, for example, about gender and masculinity, research on his public representation is significant in terms or representations created by mass media. Additionally, Styles is a perfect subject for the study because of his popularity and notable career achievements. His career start at boy band One Direction already formed a certain public image for him – one that he has potentially been trying to change during his solo career. Styles has over 65 million monthly listeners on Spotify, making him one of the most listened artists in the world (Spotify 2023), two number one singles on the Billboard hot 100 list, and all three of his solo studio albums have reached the first place on the Billboard 200 list (Billboard 2023). In addition to his music career, Styles has also been the first man to be on the cover of Vogue – while wearing a dress –, launched his own beauty brand, and starred in movies, including Christopher Nolan's Dunkirk.

Although there are studies among the field of fashion made about Styles, the research about his public representation lacks in the scholarly world. Banks (2020) has done a small-scale study of Styles' evolution as an artist, while briefly concentrating on his public image as well. Otherwise, Styles is not a subject of any scholarly research. However, since he is a rather young male persona who has managed to climb the ladder of fame successfully, the image the media is building of him is widely significant and hence, worth a deeper study.

The aim of this study is to answer the following questions:

- 1. How is Harry Styles represented in Independent's news headlines?
- 2. What do the representations tell about Styles' masculinity?

#### 4.2 The data

The data of this study consists of various news headlines collected from the newspaper Independent's website (www.independent.co.uk). Independent is a British newspaper that has a wide reach both globally and inside the UK through its website. According to Statista (2023) Independent was the third most read newspaper in the UK during the final quarter of 2022. Moreover, Independent was chosen as a suitable database for this study since it does not provide printed newspapers anymore and hence, relies entirely on online news. Since the present study has an emphasis on media representation, an entirely online newspaper suits the aim well.

The headlines of the present study were chosen through a simple principle, which means that Harry Styles needed to be the main focus of the entire headline. This excluded numerous headlines only briefly mentioning him or concentrating on someone else than Styles entirely. Since Styles started his solo career in 2016, the headlines were collected starting from January 1<sup>st</sup> of 2016 and ending on 14<sup>th</sup> of February 2023, which was the last day of data collection for the present study. Suitable headlines were found and collected from every single year except 2016. The number of written headlines clearly grew during the years, which is fitting for Styles' growing fame. The total number of appropriate headlines collected for the present study was 102 (see appendix for the complete list and links to the articles). These headlines went through a deep process of analysis, where every headline was individually examined and categorized according to different themes, which ultimately created ten representations of Harry Styles. Due to the nature of the CDA, one headline can represent multiple things, so in the present study one headline can be under two or more representations. This made the total number of examples to be 104. The content and further text of the news are fully excluded from the data, and the present study does not focus on the writing or professionalism of individual journalists.

#### 4.3 Methods

The present study utilizes Critical Discourse Analysis as a main form of analysis, and in more depth, Fairclough's three-dimensional framework. Fairclough (1995: xi, 7) defines that the three-dimensional framework studies texts through three different stages: description,

interpretation, and sociocultural practices. Firstly, the description is defined as a process of noticing and analyzing the linguistical features, such as structure and grammar, of a chosen text. Secondly, interpretation includes the production processes of a text, and both consumption and distribution of a text, so in more depth, the discoursal practices of a text (Fairclough 1995: 9). Thirdly, noticing and taking into account the sociocultural practices relate to understanding the existing power structures and how those affect our society (Fairclough 1995: 16). What differentiates Fairclough's three-dimensional model from others is the concentration on sociocultural aspects. Thus, when studying the representations of a famous male artist, utilizing this framework among with the theories of both media representation and masculinity provide a logical basis for the data analysis.

# 5 REPRESENTATIONS OF HARRY STYLES

This section will present and analyze the different representations of Harry Styles which were created through Independent's news headlines. The ten representations each have the minimum of five headlines. The largest representation – Harry Styles as an artist – consists of 17 headlines. The following largest representations each have 13 headlines, these being Harry Styles as a fashion icon, Harry Styles as a target of criticism, and Harry Styles as relatable and sympathetic. Harry Styles as open minded and a feminist consists of eleven headlines, followed by Harry Styles as a socially engaged human with ten headlines. Furthermore, Harry Styles as a sexual being consists of nine headlines, followed by Harry Styles as a loving idol with eight headlines. The smallest representations are both Harry Styles as heartwarming and caring, and Harry Styles as goofy and funny, which both have five headlines.

#### 5.1 Harry Styles as an artist

The headlines in this category represent Harry Styles as a professional artist. Additionally, this is the largest representation with 17 headlines. The large number of headlines concentrating on Styles' musical career was expected, and together they form a clear and neutral picture of Styles as a pop-artist and celebrity. Although the representation does not cover Styles' persona or actions any further, it is important to note how large chunk of his public image is simply based on his career as an artist. However, the 17 headlines formed some differences. For instance, examples 1-7 concentrate on Styles' musical achievements, presenting him as an award winning and record-breaking artist. Styles *dominates*, *topples*, *wins*, *breaks* and *overtakes*, which are strong words to describe his success, also indicating that there is an ongoing competition within the music industry, and that Styles is extremely successful in his own field. Additionally, his songs *earn* and *lead*, which also indicate his success, and draw an interesting comparison to the example 3, where Styles' song is more neutrally *named* to be on the top.

- 1) Harry Styles song 'Sign of the Times' topples Ed Sheeran's 'Shape of You' from No.1 spot
- 2) Harry Styles leads British artists in dominating the top UK singles of 2022
- 3) Spotify Wrapped: Harry Styles song named 'most streamed' on music platform
- 4) Harry Styles breaks US Billboard chart record
- 5) Harry Styles' 'Watermelon Sugar' earns rare chart feat last claimed by Adele
- 6) Harry Styles overtakes Ed Sheeran as Britain's richest young celebrity

7) The Brits 2023 as it happened: Harry Styles wins coveted Album of the Year

In contrast to the previous, examples 8-13 focus on Styles' career through a neutral lens. Whereas the previous examples presented Styles as an award winning and famous artist, these only concentrate on him *announcing* or *unveiling* different projects. The strongest word used *reveals*, is still rather grounded, and does not provide a deeper look into Styles' character or public image.

- 8) Harry Styles announces title of solo music project
- 9) Harry Styles announces new solo album Fine Line
- 10) Harry Styles announces self-titled debut solo album set for release in May
- 11) Harry Styles unveils 'Watermelon Sugar' music video
- 12) Harry Styles announces third album 'Harry's House' and its release date
- 13) Harry Styles reveals video for 'Sign of the Times' ahead of debut album release

Finally, the examples 14-17 give more of an outsider point of view on Styles' career. He is *spotted* and *pictured*, which gives an idea of him being as a target of journalists. Moreover, Styles is *planning*, which gives a neutral view but creates suspension for a possible tour in the future. The word *hit* is being used as describing Styles arriving to Toronto.

- 14) Harry Styles pictured dangling from helicopter for 'Sign of the Times' music video shoot
- 15) Harry Styles spotted filming in large bed in front of Buckingham Palace
- 16) Harry Styles planning U.S. tour this fall for 'Fine Line'
- 17) Harry Styles hits Toronto for 'My Policeman' premiere

#### 5.2 Harry Styles as a fashion icon

This representation highlights Styles as a fashionable man. Every headline focuses on his appearance, fashion choices or different collaborations inside the fashion industry. The representation paints Styles as both stylish and daring with his fashion choices. As Styles is known for his fashion sense and style that often breaks the society's norms of masculinity, it is understandable that this representation got clearly highlighted through numerous headlines. His fashion style is *praised* in the example 18, after wearing yellow bell-bottoms. By describing the one specific and unique piece of clothing in the headline, it is easy for the reader to assume Styles' whole style is similar to the yellow bell-bottoms.

18) Fans praise Harry Styles' fashion sense after he wears yellow bell-bottoms during golf outing: 'Glorious'

On a similar note, Styles' outfit is being commented in the example 19 by saying how it *sparks comparisons* to the popular children's book The Rainbow Fish. This wording illustrates a bit of humor and creates a clear vision of a colorful and even playful outfit, which again, is not necessarily considered the most masculine.

19) Harry Styles sparks comparisons to The Rainbow Fish in colourful jumpsuit at 2023 Grammys

Furthermore, the examples 20-23 describe Styles' fashion sense deeper, or emphasize the importance of clothes to him. Styles is both *debuting* and *wearing*, but in full contrast since the former is about his moustache – objectively a masculine thing – and the latter about nail polish – widely thought as a feminine trait. Furthermore, example 22 states Styles wearing Molly Goddard, who is famous for her feminine fashion lines. Bringing a different tone to the representation is example 23, where it is stated how Styles keeps his clothes under constant surveillance. The headline both creates the idea that Styles' values his clothes, and that Styles is over caring of clothes. Additionally, it is not a relatable topic to a normal person, which can make Styles feel distant.

- 20) Harry Styles debuts new 70s-style moustache during trip to Italy
- 21) Harry Styles wears pastel nail polish to Gucci Cruise 2020 show and Instagram loves it
- 22) Harry Styles wears Molly Goddard on third album cover
- 23) Harry Styles keeps his clothes under 24-hour surveillance

Styles is also presented as a significant man inside the fashion industry. Example headline 24 describes how he has evolved into a fashion icon, creating a long lasting and strong status for him. Example 25 discusses his appearance as a first man on the cover of Vogue. Additionally, example 26 describes how Styles launches his successful beauty brand 'Pleasing'. The word beauty draws instant feminine connections and is not something that is often intertwined with men, as noted by Harvey (2020: 77) who lists beauty as a feminine motif. These phrasings again add to his status as a both record and norm breaking man.

- 24) Harry Styles evolves from heartthrob to fashion icon
- 25) Harry Styles becomes first man to appear solo on cover of Vogue
- 26) Harry Styles launches beauty brand called 'Pleasing'

On a similar note, the final examples 27-30 all concern Styles and his collaboration with the fashion house Gucci. Hence, a significant aspect of Styles' fashion representation is the high-fashion brand Gucci, creating a party luxurious image to Styles. Although the headlines are mostly neutral, describing Styles performing and working together with Gucci, the added words swan, baby pigs, and goats bring out a soft and light image that add another dimensions to Styles' persona.

- 27) Harry Styles unveils new fashion collaboration with Gucci
- 28) Harry Styles to launch capsule fashion collection with Gucci
- 29) Harry Styles poses with a swan for Gucci fashion campaign photographed by Harmony Korine
- 30) Harry Styles fronts Gucci campaign with baby pigs and goats

# 5.3 Harry Styles as a target of criticism

These headlines represent Styles as a target of criticism. The headlines were chosen under this representation if they showed Styles in any sort of negative light. Additionally, the headlines either describe how Styles responds to criticism or focus on the actual criticism he is getting. The critique Styles gets is about various topics, and majority of it goes among the representations illustrated in the present study, such as his fashion, fan interactions or artistry.

First two examples 31 and 32 describe Styles *defending* himself and *responding* to criticism. These wordings give an emphasis to Styles being a target and a victim, but simultaneously describe his reactions being rather neutral. This is important to notice since the criticism given is about Styles wearing a dress or being accused of queerbaiting, both of which are notable factors in his representations also.

- 31) Harry Styles defends himself against queerbaiting criticism
- 32) Harry Styles responds to criticism of his Vogue dress cover

Several headlines targeted Styles from different point of views, commenting and criticizing his work or persona. Interesting choice was made in example 33, where Styles' name is put in the beginning, almost as an event where something went wrong. Hence, the headline has a focus on causality, representing Styles as the cause of a fan falling (Fairclough 2015: 80). Similarly, in example 36 Styles is warned to pay attention in acting, implying that Chris Pine is a skillful actor from whom he should learn from. Furthermore, Styles' fan interactions are criticized as *unhealthy*, and his fashion advertisements are shadowed by the word *scandal*. Example 34 also holds the presumption that the reader thinks Styles has a heartwarming relationship with his

fans, trying to prove it incorrect. An undertone of criticism can be seen in the example 37, through questioning Styles' speech. Styles has a distinctive British accent, and by questioning this in the headline, it gives out an image of Styles purposefully changing his way of speaking.

- 33) Harry Styles: Fan falls from balcony at Glasgow concert
- 34) Harry Styles' fan interactions aren't as heartwarming as you think they're deeply unhealthy
- 35) Harry Styles advert for Gucci sparks fresh row after Balenciaga campaign scandal
- 36) Pay attention, Harry Styles: Chris Pine's poker face is a masterclass in acting
- 37) Why has Harry Styles got a new accent? The internet holds the answer

Styles' general career and work has also been under criticism, which is natural for every artist or public person. The words used in these headlines have a clear negative tone: *shouldn't have, underwhelming, fails, leaden, robotic*. All of these clearly indicate criticism as well as refer to Styles' performance being somehow upsetting.

- 38) Harry Styles shouldn't have been shortlisted for the Mercury Prize
- 39) Harry Styles' Album of the Year win ends the Grammys on an underwhelming note
- 40) Harry Styles fails to attend MTV VMAs due to Madison Square Garden gig
- 41) Don't Worry Darling: Harry Styles' performance branded 'leaden' and 'robotic' by critics

Final examples 42 and 43 both criticize Styles' real actions. Hence, similarly as in examples 31 and 32 they add depth to Styles persona and character. Styles is criticized of both spitting and saying a questionable phrase when winning a Grammy. Spitting on stage relates to the recent Covid-19 pandemic, creating an illusion that Styles does not necessarily care about the it or the possible risks.

- 42) Harry Styles criticised for spitting on stage during US tour: 'We're still in a pandemic'
- 43) Harry Styles criticised for saying 'people like me' don't win Grammys after victory over Beyoncé

Negative phrasing and wordings, and the form of headlining that is visible in examples 33 and 36 are also examples of sensational and click striving journalism that is typical in online news. Hence, the negative headlines might be the ones sticking in people's mind the longest, creating a strong image of the subject.

# 5.4 Harry Styles as relatable and sympathetic

This representation focuses on Styles as a normal human, who experiences hardships, and who evokes feelings of sympathy. As Styles is an extremely famous artist, the size of this representation was partly surprising since it shows Styles' regular side and does not focus on his artistry or fame. For instance, examples 44 and 45 discuss the tiny accidents Styles has encountered on stage. He is hit by thrown objects both in the eye and in the crotch. These minor inconveniences are both relatable, and sympathetic.

- 44) Harry Styles hit in the crotch by 'bottle' during concert, says 'that's unfortunate'
- 45) Harry Styles hit in eye after skittles thrown during Los Angeles concert

Moreover, in this representation Styles seems as a normal human who encounters similar thoughts and feelings as every other human. Simultaneously, he also suffers from being famous, and encounters similar troubles as other publicly known famous people. Firstly, examples 46-50 focus on the more relatable side. In example 46 Styles has gotten help after losing his ring, which creates a mundane image of Styles. Additionally, examples 47 and 48 represent Styles' feelings and thoughts. Since Styles is often represented as fashionable and stylish, him saying he does not feel "cool enough" for his partner represents him as relatable, and even slightly insecure, which evokes the feelings of sympathy towards him. Similarly, the headline where Styles states he "used to feel his sex life was 'the only thing that was mine", rises feelings in the reader. The direct quotes from Styles makes the headlines feel even more real and bring Styles closer to the reader. In examples 49 and 50 Styles both *suffers* and *admits*, both words have an undertone of sympathy in them. Moreover, the addition of a 'childhood crush' makes the headline even more appealing and relatable. Even Styles experiences awkward moments, he still manages to be unsuccessful.

- 46) Harry Styles reveals fans helped return Gucci ring he lost while performing at Coachella
- 47) Harry Styles alludes to not feeling 'cool' enough for partner Olivia Wilde
- 48) Harry Styles says he used to feel his sex life was 'the only thing that was mine'
- 49) Harry Styles suffers wardrobe malfunction in front of 'childhood crush' Jennifer Aniston
- 50) Harry Styles admits he unsuccessfully auditioned for Elvis biopic and denies Taylor Swift song rumour

Examples 51-53 represent Styles suffering from the negative aspects of fame. These are not necessarily things regular people can relate to, but due to nature of the events, they do awake

sympathy. In example 51 Styles' private pictures are *leaked* and his account *hacked*. Additionally, example 52 describes how Styles could not be at a funeral in peace since he was asked for a selfie. Example 53 represent Styles failing to do a stage dive and hence, hitting the floor. All the incidents are clearly presented as unfortunate.

- 51) Harry Styles and Kendall Jenner's holiday photos 'leaked online after iCloud account hacked'
- 52) Harry Styles 'asked for a selfie' at grandmother's funeral
- 53) Harry Styles attempts stage dive at secret gig, hits the floor

Finally, examples 54-56 focus on Styles being a victim in more serious, or even life-threatening situations. Styles is described to be *running*, *escaping*, *being stalked*, and *robbed*, as well as *locking himself* inside at nights. The wordings, together with quotes from Styles himself make the situations real and scary. Furthermore, these humanize Styles since they do not focus on his fame or artistry, but rather represent him as a normal man who has experienced these violent and intimidating situations.

- 54) 'I just sprinted': Harry Styles describes running into the road to escape muggers with knives
- 55) Harry Styles 'locked himself in his bedroom at night' after being stalked by homeless man
- 56) Harry Styles 'robbed at knifepoint' in north London

#### 5.5 Harry Styles as open-minded and a feminist

This representation shows Styles as a strong feminist who is extremely open minded to breaking norms and rules concerning, for instance, gender norms. Open mindedness, in addition, relates to Styles being open and daring to show who he truly is and feels, and how he sees the world. The division between this representation and Harry Styles as a socially engaged human (5.6) is notably thin, the main differences being in the present study's definition of feminism. Under this representation feminism means Styles as a supporter of equal rights to both sexes, and femininity in general. Additionally, feminine tones and themes are also noticed. Consequently, other societal stands of Styles are discussed later.

In examples 57 and 58 Styles talks about his experiences with therapy, and states that he has never felt the need to explain himself, creating and open minded image about his private life. Styles is represented as being okay with himself and open about mental health struggles.

- 57) Harry Styles says therapy makes him feel 'more alive'
- 58) Harry Styles interview: 'I've never felt the need to explain myself'

Furthermore, Styles' open mindedness is represented in examples 59 and 60, where the Styles is described giving a kiss to two different men, Nick Kroll and Lewis Capaldi. Although Styles has not publicly labeled his sexuality, the majority of his public appearances and relationships have been with women, making a headline about kissing a man more 'scandalous'. However, the headlines still stay rather grounded.

- 59) Harry Styles plants a kiss on Nick Kroll's lips during Don't Worry Darling standing ovation
- 60) Harry Styles and Lewis Capaldi kiss at the Brit Awards

Themes regarding drug use or psychedelics are also noted as a part of Styles' representation as an open minded individual. In example 61 Styles is connected together with psychedelics, creating a thought that he is a user. Moreover, in example 62 Styles is stated taking mushrooms. The direct quote in the beginning of the headline also adds value to the mushroom case, making it slightly negative.

- 61) Harry Styles appears on cover of Rolling Stone to talk 'sex, psychedelics and stardom'
- 62) Harry Styles 'bit off the tip of his tongue' after taking mushrooms while recording new album

Headlines concerning Styles' attitude and behavior towards women and femininity creates his representation as a feminist. Additionally, he even describes himself as an outspoken feminist in example 63. Examples 64-67 describe Styles' actions regarding different women. He is both *honoring* and *hailing* women, as well as protecting a girlfriend Olivia Wilde by addressing the abuse she has gotten. These examples show Styles as supporting and praising towards women both in the field of music and in his private life. Example 64 discusses Styles' actions towards abortion rights, which is directly linked to women's rights. Thus, the representation also shows Styles being interested in women's matters. Furthermore, example 68 gives a feminine touch to Styles representation since it focuses on him wearing a dress on Vogue's cover. Altogether, the examples highlight Styles as a strong feminist, who does not fear to show who he truly is, and what he stands for. Although men are often represented as strong and having a clear leadership (Macnamara 2006: 101), the emphasis on the more emotional side is more of a feminine trait (Burton 2010: 14).

- 63) Harry Styles says he doesn't want 'credit' for being an outspoken feminist
- 64) Harry Styles calls for 'backlash' against attacks on abortion rights
- 65) Harry Styles appears to honour Caroline Flack with black ribbon at Brit Awards
- 66) Harry Styles *hails* female artists as he sweeps the Brit Awards

- 67) Harry Styles addresses online abuse aimed at his girlfriend Olivia Wilde
- 68) Harry Styles responds to criticism of his Vogue dress cover

#### 5.6 Harry Styles as a socially engaged human

The headlines in this category represent Styles as a person who is engaged in numerous societal discussions and problems, as well as a benefactor. This representation is closely linked to Styles as open-minded and feminist, but these headlines focus on Styles' attitudes or actions towards issues and events that are widely discussed and known. These headlines do not have the sole focus or interest towards issues relating to gender or femininity, which were discussed previously.

Example headlines 69-72 regard issues around shootings and overall gun violence. Styles is represented as an anti-gun activist who aims for peace and safety. He is phrased to be *heart-broken* after shootings, as well as making *statements* and *cancelling* a show.

- 69) Harry Styles issues statement after Copenhagen show cancelled over fatal shooting
- 70) Harry Styles 'heartbroken' after fatal shooting cancels Copenhagen show
- 71) Harry Styles cancels Copenhagen concert after mass shooting at nearby shopping mall
- 72) Harry Styles makes anti-gun violence statement with his guitar during Texas show

Continuing the gun violence theme, example 73 talks how Styles has *donated* to gun safety organization. Similarly, in example 74 Styles is also represented as a benefactor, who *donates* to the Black Lives Matter campaign. Moreover, example 75 relates to the recent Covid-19 pandemic. Styles is selling t-shirts with a catch phrase 'stay home', most likely referring to him making a statement for staying at home and safe. All these themes, school shooting, Covid-19. and BLM campaign have been recently on the surface, and widely discussed, creating an image that Styles is aware and interested in these significant societal issues.

- 73) Harry Styles donates \$1 million to gun safety organisation after Texas school shooting
- 74) Harry Styles *donates* to arrested Black Lives Matter activists: 'Being not racist is not enough, we must be anti-racist'
- 75) Coronavirus: Harry Styles is selling 'stay home' T-shirts for £21

Furthermore, Styles is represented as someone, who is aware of different minorities. In example 76 Styles is "using sign language" at Grammys, and he is also notably *praised* for doing so.

In example 77 Styles himself talks about he feels" he 'hasn't been outspoken enough' about racism". Together with example 74, where Styles also states that "we must be anti-racist", these headlines emphasize the supportiveness and openness towards minorities and different ethnic groups.

- 76) Harry Styles praised after using sign language to thank ASL interpreter at Grammys
- 77) Harry Styles says he 'hasn't been outspoken enough' about racism in the past

#### 5.7 Harry Styles as a sexual being

This representation consists of headlines discussing or including sex or sexuality in any way. Surprisingly, none of the headlines focused on Styles' physical looks, and therefore did not paint Styles himself as a "sex symbol". This goes along with Gill (2007: 116) who states that in media, the physical appearance of men is quite rarely described. Instead, the headlines in this category represent Styles more as a sexually open person. In addition, this representation also includes descriptions of several Styles' works, which have been phrased or labeled sexually, emphasizing Styles as a sexually awake person.

Examples 78-80 represent Styles as sexually open and curious as well as a regular human with a sex life. In example 78 Styles describes how "he doesn't feel need to label his sexuality", creating an ambiguous image of Styles, as well as an open image towards sexual minorities. Similarly, the same open image comes through example 79, where Styles discusses sex on Rolling Stones. Despite the sexually curious representation created, Styles, in example 80, also talks how his sex life has felt like the only private thing in his life.

- 78) Harry Styles says he doesn't feel need to label his sexuality
- 79) Harry Styles appears on cover of Rolling Stone to talk 'sex, psychedelics and stardom'
- 80) Harry Styles says he used to feel his sex life was 'the only thing that was mine'

Examples 81-85 represent Styles' different works through sexual themes. Notably, examples 81-83 also have LGBTQ themes, adding to Styles' sexually ambiguous and socially engaged representation. Styles is starring in a LGBT love film, and stating that it will show queer sex as tender and loving. Example 83 notes how Styles' song is referred as being a "bisexual anthem". Moreover, examples 84 and 85 represent Styles' music with a sexual undertone. Styles' song Watermelon sugar is stated as having a sexually explicit meaning in example 84, whereas example 85 describes Styles' music video as *sweaty*. The way of which Styles' work is

described has a direct link to his representation, and thus, the sexualization of his works also adds to his representation as a sexual being.

- 81) My Policeman: Harry Styles says new film will show 'tender and loving' queer sex
- 82) My Policeman: Harry Styles stars in upcoming LGBT forbidden love film
- 83) New Harry Styles song called a 'bisexual anthem' by some fans
- 84) Harry Styles reveals sexually explicit meaning behind song Watermelon Sugar
- 85) Harry Styles releases new song 'Lights Up' alongside sweaty music video

Finally, example 86 also points out the regular side of Styles' sex life, also tying together themes from both his feminist representation as well as his socially engaged one. Styles is referred as making consent sexy, which ultimately creates an idea that Styles has the ability to sexualize different things and ideas just by being himself.

86) Harry Styles shows how sexy, normal and attractive consent can be. It gives me hope

# 5.8 Harry Styles as a loving idol

The headlines in this category represent Styles being interactive and loving with his fans. The headlines in this category fell easily on their place since all of them have a clear emphasis on the interaction between Styles and his fans, as well as the fans as a direct object. Being one of the most listened artists of the year, Styles obviously has a large fan base, creating multiple headlines.

All headlines, examples 87-94 describe and event or situation happening with Styles and his fans. Every headline has a positive note, representing Styles as an idol, who has the time and effort to engage with his fans. The fan-idol relationship is therefore represented as healthy and loving, creating a kind image of Styles. Styles is described as *helping*, *surprising*, *defending* and *hugging* his fans. Additionally, he is *sending* a *touching message* and stopping a concert to take the time to ask fans to take a step back, just to prevent the crowd from crushing. Furthermore, the situations described in these headlines often revolve around a fan's personal thing, such as coming out, engagement or a gender reveal. Additionally, Styles cares for the safety and health of his fans, which comes clear from examples 90, 92 and 93.

- 87) Harry Styles helps fan come out as gay during Wembley gig
- 88) Harry Styles helps fan propose to his girlfriend in 'magical moment' during concert
- 89) Harry Styles *helps* pregnant fan reveal the sex of her unborn baby at his concert

- 90) Harry Styles sends fan touching message on World Mental Health Day as he hints at new album
- 91) Coachella: Harry Styles surprises fans with Shania Twain cameo
- 92) Harry Styles stops concert and asks fans to step back preventing crowd crush
- 93) Harry Styles defends young fanbase in new interview: 'Teenage-girl fans, they don't lie'
- 94) Grammys 2023: Harry Styles *hugs* superfan on stage when he wins best album

# 5.9 Harry Styles as heartwarming and caring

This representation consists of headlines representing Styles as a heartwarming and caring human. This is also closely related to the previous representation, Harry Styles as a loving idol, but these headlines do not focus just on his fan interactions, and rather present him in a positive light through different events or interactions with other people. This representation is also notable because women more often than men are described as caring in media (Burton 2010: 14). Example 95 describes how Styles leads a crowd in applause after the Queen passing away. This act of respect makes Styles seem caring and honoring. Similarly, example 96 describes how Styles decided to cancel a show after a crew member got sick. Styles does not care only about his fans or close ones, but about the regular working crew member also.

- 95) Harry Styles leads crowd in applause for the Queen during concert in New York
- 96) Harry Styles cancels first show in Chicago due to crew illness

Furthermore, examples 97-99 describe Styles' interactions with other artists. He is *thanking* and *celebrating*, both creating a highly positive image of Styles. Additionally, he is described as sending flowers to Lizzo, creating a warm and kind image. The thanking of One Direction band mates is notable since after the hiatus, the band members have not been in close interaction with each other. This shows that Styles still cares and honors his past as a boy-band singer, as well as his co-members.

- 97) Harry Styles sends Lizzo flowers to celebrate her song being ranked number one on Billboard chart
- 98) Harry Styles thanks One Direction bandmates in Brits awards speech: 'I wouldn't be here without you'
- 99) Harry Styles thanks One Direction bandmates as he wins second Brit of the night

# 5.10 Harry Styles as goofy and funny

The headlines in this category represent Styles as goofy and funny. The headlines were chosen if they clearly showed Styles as somehow being or acting funny, or if they concentrated on his actions that could be identified as somehow humorous, for instance, through internet culture.

The representation shows Styles as lighthearted and funny, who does not take himself too seriously.

Examples 100-102 relate to internet culture, and Styles being goofy. He is described as making his debut on the social media platform BeReal through a fan's phone, reacting to a viral rumor and interviewing the actor Timothee Chalamet, which consequently made "the internet lost its mind". These headlines show that Styles is lighthearted, who can also laugh at himself since the example 101 discusses the viral rumor that he is going bald and wearing a wig.

- 100) Harry Styles makes his BeReal debut from fan's phone mid-concert: 'My big social media shine'
- Harry Styles reacts to viral rumour that he's bald and wears a wig
- 102) Harry Styles interviewed Timothee Chalamet and the internet lost its mind

Examples 103 and 104 represent Styles as funny. He both *laughs* and *jokes*, even during a concert. These create a clear and strong link to Styles being humorous.

- Harry Styles *laughs* as chicken nuggets thrown on stage during New York show
- Harry Styles *jokes* he 'spit on Chris Pine' during Venice premiere

#### 6 DISCUSSION AND CONCLUSION

The objective of this study was to examine what kind of representations of Harry Styles can be found in Independent's online news headlines, and what those representations tell about Styles' masculinity. The headlines formed ten large representations varying from his artistry to his sexuality, and from his fashion sense to him being socially engaged. Some of the representations were larger than other, hence, adding more to Styles' image, but all ten representations brought out a new side or focused on new sides of Styles. Styles was not represented as a dull and plain singer, but rather a diverse and distinctive human.

Fairclough's three-dimensional framework for Critical Discourse Analysis worked well in the present study, providing a clear way to analyze and sort the existing data into the rightful representations. The 102 headlines were interpreted through grammatical features and sociocultural practices. On one hand, these grammatical features included word choices, for instance, verbs such as *criticize*, *donate*, and *praise*. On the other hand, the headlines had general nouns, such as *sex*, *psychedelics*, *Gucci*, and *fans*, that lead the headline into certain direction. Sociocultural practices concentrate on the context and possible power dynamics that were available from the headlines. Thus, larger contexts regarding, for example, Styles being a feminist, stylish or a socially engaged benefactor were found and put into their own categories. However, it is notable how these practices and different word choices could be interpreted in several different ways.

The overall representation of Styles has a widely positive tone. Styles is largely represented as kind-hearted, caring, respectful and funny. According to Macnamara (2006: 98-99) men are most often portrayed in a negative or unfavorable light, making Styles' representation stand out. Especially since Macnamara (2006: 167) also states that most positive male representations are about heroes, such as soldiers and firefighters. Furthermore, also Harvey (2020: 64) points out that masculinity is often portrayed together with emotional unattachment and violence. In addition, Styles' representations included themes around his sexuality and mental health, which are also most often viewed in a negative way with men in media (Macnamara 2006: 124, 138). The headlines also focus on his actions and thoughts regarding several past or ongoing societal issues, representing him also an active feminist and a spokesperson of different minorities, which is not a typical male representation.

However, most of the representations highlight Styles more as an ambiguous character, who does not fit the traditional thoughts of men and masculinities. This is visible through the emphasis on Styles' vulnerable and emotional sides on several representations since these are qualities often linked to women or femininity (Burton 2010: 14). On a similar note, Macnamara (2006: 139) notes how men are portrayed as incapable to show their feelings, and not wanting to talk about their emotions. Styles, however, seems to be comfortable with showing emotions as well as discussing them publicly. Furthermore, as gender related topics are highly current and discussed, it is difficult to label Styles' gender representations clearly. Connell (2002: 141) states that several ideas of masculinity are socially created and shifted throughout time, rather than clear, distinctive characteristics of men. This seems to hold true in Styles' case since his own traits and actions do not seem to follow a certain gender norm.

There are also similarities with Styles and the general representations of men. Men are often talked about positively along with their work and career (Macnamara 2006: 126). Styles' largest representation with 17 headlines was about his career in music, and it showed him in a neutral and successful light. Moreover, Macnamara (2006: 142) discusses that positive representations of men concentrate on their nature as being protective, responsible, and gentle. These traits are clearly visible in Styles' representation, through several different themes. It could also be discussed how some aspects of his representation, such as his kindhearted and caring nature comes through protectiveness, for example.

Overall, the representation of Styles is not perfectly in line with other men and masculinities in media. Hence, his image seems to be a "softer male character" (Macnamara 2006: 89). The term used, when a man has more feminine traits, creating a softer and an approachable image, such is the case with Styles. This is also contemporary viewed as a desirable man, which aligns well with Styles himself representing a younger generation, as well as his fans being the same age, or younger. Furthermore, deeper analysis into Styles' gender representation would also need longer text examples, such as the whole articles, to properly examine the word choices or phrasing used of him. However, since headlines are the first thing a reader sees of an article or news, just by scrolling through a website, the results give an important insight into how media can shape and affect the readers mind through such a short piece of text.

The results of the present study could also differ in diversity if chosen a different newspaper, or several newspapers. Independent provided a solid and a rather neutral basis for the study. Although the study was a rather small scale one, the 102 headlines managed to provide several

representations that varied in their nature. Moreover, comparing the results to similar studies, or to other representations of men in media is difficult since the previous research is almost non-existent. Comparing the results to similar studies done of women gave an insight into how Styles' representation might be similar to those. Thus, more research done on men and masculinities on media would be crucial and highly needed. Only through that, it could be said how the representations of Styles truly differ from others. Gender remains a difficult topic, but an important one to research since it tells so much about our society. Styles' gender representation was mostly built through his actions since, as Connell (2002: 142) states: "gender is about what we do, more than what we are."

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#### **APPENDIX**

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