Hegemonic Masculinity and the Partisan Gender Gap: Implications for American Democracy

Thesis: Masculine ethos have been embraced by the Republican party beginning in the late 1970s in response to dynamic social changes that threaten the patriarchal structure.

- Republicans embrace of masculinity disparately genders the images of each party (Democrats=feminine, Republicans=masculine) and reinforces the partisan gap
- Hegemonic masculinity excludes those who are nonwhite, female, and queer

Implications for American democracy: Gendered party images have increased party sorting, with males more likely to vote Republican and females more like to vote Democrat. Not only does this sorting increase polarization, but it drives citizens further away from making rational political choices.