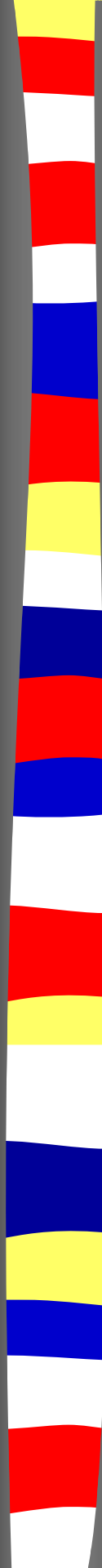
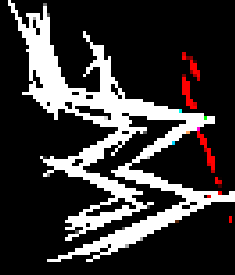


Machismo in the



Dave Lightfoot

“**KALEIDOSCOPE**”

TCOM 204 Diversity Conference

April 20, 2001



MACHISMO

- (mā-chëz-mō) *n.*
 - A strong, sometimes exaggerated sense of masculinity stressing attributes such as physical courage, virility, domination of women, and aggressiveness; manliness



The Artifacts



Programming



Our Cast of Characters



Steve Williams
("Stone Cold")
Steve Austin)



Jim Ross
(Jim Ross)



The McMahon Family (as current)



Vince McMahon
(Mr. McMahon, Chairman of )



Linda McMahon
(Linda McMahon, CEO)



Shane McMahon
(Shane McMahon, Chairman of )



Stephanie McMahon
(Stephanie McMahon-Helmsley)



The Two Main Points

■ STORYLINES (Melodramatic)

- Ex: Mr. McMahon and Linda McMahon
- Ex: Shane McMahon Vs Mr. McMahon

■ INTERVIEWS

- Ex: “Stone Cold” and Jim Ross



Storylines




- Most of the matches in any programming is based off some type of a storyline.
- Wrestling is pointed out as a “Masculine Melodrama” in which live and televised performances externalize emotions, mapping them “onto the combatant’s bodies and transforming their physical competition into a search for moral order” (Mazer, 1998).



Our First Storyline Example: Mr. McMahon and Linda McMahon



Mr. McMahon and Linda McMahon

- Mr. McMahon and Linda McMahon has been married together for 30 years.
- Linda McMahon has been called the “Patron Saint” of the . She has represented the  at both of the 2000 presidential conventions.
- Mr. McMahon purchased  from his father, Vincent K. McMahon, Sr. in 1982.



Mr. McMahon and Linda McMahon

- In 1999, Linda McMahon assigned “Stone Cold” Steve Austin as CEO in her place.
- In 2000, Linda McMahon assigned Mick Foley as Commissioner.
- Mick Foley and Steve Austin were two people that Vince loathed.
- After Linda jumped on the last nerve of Mr. McMahon, Mr. McMahon demanded a divorce!



Mr. McMahon and Linda McMahon

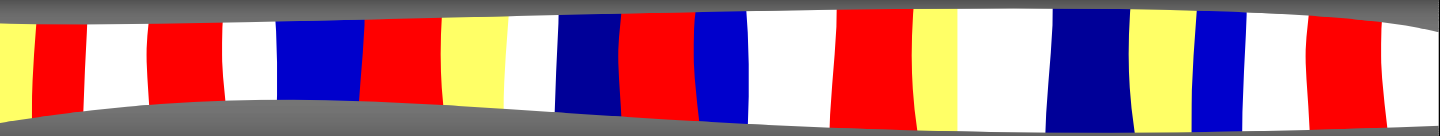
- The statement of divorce sent Linda into shock.
- Vince quietly asked that she be placed in a sanitarium and to be heavily medicated.
- Vince found a new interest in Trish Stratus



Mr. McMahon and Linda McMahon

- Linda snaps out of her medication at *Wrestlemania X-Seven*.
- The next night on Raw is War...





Shane, Mr. McMahon, and

WWE!



The Most Historical Night in Professional Wrestling



Shane, Mr. McMahon, and



- Ted Turner, former owner of World Championship Wrestling (WCW), decided to sell the company because of the poor ratings in the Monday Night Wars.
- The news came out on March 23, 2001 that WWF had purchased WCW.
- Mr. McMahon did a live feeds from the *Raw Is War* show on *WCW Monday Nitro* explaining what his plans were for WCW.



Shane, Mr. McMahon, and



- Mr. McMahon eventually did a live simulcast from both shows, *Raw Is War* and *WCW Monday Nitro*...



- ...until he heard his son from another town!



Shane, Mr. McMahon, and

WCW!



"As usual, dad, your ego has gotten the best of you, you gave me just the opportunity I was looking for. You see, the contract has been finalized, Vince. And it does say McMahon. It says Shane McMahon. That's right Vince, I now own WCW."



The "Classic" Interview or Taunt



The “Classic” Interview or Taunt

- In an interview, the villain insults the hero or promises some unwarranted personal attack on the hero.
- The hero, wishing to defend his honor (repair face) agrees to fight the villain in a well-publicized match on the wrestling circuit.
- In this match, the villain, using illegal means, manages to beat the hero.



The “Classic” Interview or Taut

- In a post match interview the hero challenges the villain to a grudge match at some upcoming town on the circuit. If the villain wins the grudge match, it is again though illegal means.
- If the hero wins, it is decisive, and ends with the total humiliation of the villain. The villain, in a post-match interview then swears revenge on the hero and the entire sequence begins again (Ball, 1990).




The “Classic” Interview or Taunt

- Catchphrase - Familiar line used to end the interview.
 - The Rock: “IF YOU SMELL WHAT THE ROCK IS COOKING?”
 - “Stone Cold” Steve Austin: “AND THAT’S THE BOTTOM LINE, CAUSE STONE COLD SAID SO.”
 - Hulk Hogan: “WATCHA GONNA DO WHEN THE 24 INCH PYTHONS COME DOWN ON YOU?”
 - Bret “Hit Man” Hart: “I AM THE BEST THERE IS, THE BEST THERE WAS, AND THE BEST THERE EVER WILL BE.”



Our Interview Example:

Stone Cold Steve Austin and Jim Ross.

- Stone Cold won the  Championship at this past *Wrestlemania* through the help of Mr. McMahon.
- Jim Ross, announcer, interviewed Stone Cold on *Smackdown*.
- In the interview, taunts were thrown in at Jim Ross by Stone Cold, but Jim attempted to play the good friend role, claiming that he was Stone Cold's friend.




Our Interview Example:

Stone Cold Steve Austin and Jim Ross.

- Towards the end of the interview, Stone Cold realized that Jim was ending their friendship and decided to start injuring Jim Ross.
- Eventually, we see Mr. McMahon come out and tell Stone Cold to stop, and then told Stone Cold that he was being too easy on Jim and to “Open him up!”
- Stone Cold eventually leaves Jim in a bloody mess.





In Conclusion...

- Machismo can definitely be seen throughout any episode of *Raw Is War* or *Smackdown*.
- Most machismo in the  is shown through power (WCW Purchase), relationships (Mr. And Mrs. McMahon), and the idea that a man is tough through his fists (Jim Ross' Interview).



In Conclusion...

-  programming is shown to be a “soap opera,” where we find the hero being taunted by the villain.
- There are multiple other examples of machismo though shows like *Raw Is War* and *Smackdown*, even in the pay-per-views, but these examples and reasons are what make  programming the top five shows on television today!

