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## **A man in crisis or crisis of men? Masculinity and societal challenge in the 1970s in Sweden.**

21. Men in the post-factual world – masculinity revisited

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### **Abstract**

The psychological term 'Individual crisis' was introduced in Sweden in the late 1960s. To have a crisis was framed as natural and also meaningful in order to psychologically grow as a human being. Rather fast it became a term used in many different contexts. In movies and novels the term was used to describe the meaning of men in crisis. It was as though the crisis gave room for freedom to leave an old and solidified family life. The crisis was an "excuse" to find a new and more fulfilling 'Self'.

Parallel to this development, a societal challenge also seems to occur where it were debated that men should be more engaged in household chores and childcare. The men should not only fulfill their life's outside the home, but more equal share the burden of the home. Men should now develop a Self that had a more 'soft side'. But the criticism did not wait, and it was debated if the Swedish manhood was in a crisis. The term 'velor dad' was coined as a criticism against a soft and compassionated manhood that have lost the ability to be a solid guide for the family.

In this paper I am analysing how the word 'crisis' can be used as a keyword (Williams 1976) to methodologically analyse how discourses of masculinities came to matter in the 1970s. This will also be my empirical starting point to theoretically discuss how crisis became central for 'shaping of the private Self' (Rose 1990).