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Young Male Identity and Sexuality in the Digital Age: Exploring Visibility and Representation

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Abstract

This article examines the evolving landscape of young male identity and sexuality within digital media platforms. It explores how increased visibility and representation of diverse sexual identities, particularly gay and bisexual men, are reshaping traditional notions of masculinity. Drawing upon theoretical frameworks such as symbolic annihilation, social identity theory, and labeling theory, the study analyzes the interplay between digital media, commercial branding, and the construction of male sexual identities. The article also considers the implications of these shifts for societal norms and individual self-conception.

Keywords: masculinity, digital media, sexual identity, representation, commercialization