


# Chapter 3

## Culturally Responsive, Gender–Adapted Counseling Approach With Mexican American Men

Daniel Bates

 <https://orcid.org/0000-0003-0964-4892>  
Truman State University, USA

### ABSTRACT

*The construct of machismo has been useful for understanding masculinity and the negative health-related outcomes associated with adherence to it among Mexican and Mexican American men. Machismo, as a sociocultural construct, is theorized to represent the negative aspects of masculinity, and as a result, omits the positive dimensions of masculinity. Researchers have discovered that machismo is, in fact, bidimensional, containing two separate constructs which represent both the positive and negative aspects of masculinity. This chapter will survey the research literature regarding machismo and Caballerismo, an assessment developed to measure these constructs, and implications for culturally responsive counseling practice of Mexican American men in the United States.*

DOI: 10.4018/979-8-3693-1459-3.ch003

Machismo and Marianismo represent deeply ingrained cultural constructs that profoundly influence gender roles and expectations within Mexican and Mexican American communities. Historically characterized by negative traits like aggression and sexism, Machismo has been linked to various adverse outcomes including violence, heavy drinking, and mental health issues. Conversely, Marianismo, which extols virtues akin to the Virgin Mary, imposes expectations of self-sacrifice and submissiveness on women. These gendered ideologies not only shape individual behaviors but also have broader implications for mental health and social interactions. Recent scholarship challenges the one-dimensional view of Machismo and suggests a more nuanced understanding that includes positive aspects like responsibility and ethical conduct, known as Caballerismo. This chapter explores how these cultural constructs impact the mental health and social dynamics specifically among Mexican American men, advocating for a balanced view that recognizes both the challenges and the potential for positive identity formation within these cultural frameworks.

## **GENDERED CONSTRUCTS: MACHISMO AND MARIANISMO**

*Machismo* has been identified by scholars as a construct which could explain the negative outcomes associated with rigid and inflexible adherence to masculine ideology among Mexican and Mexican American men, and have subsequently discovered the construct's link with violence and heavy drinking (Alaniz, 1996; Neff et al., 1991), aggression and sexualized behaviors (Beaver et al., 1992; Mosher & Sirkin, 1984), domination of women (Mayo & Resnick, 1996), depression and psychosocial stress (Fragoso & Kashubeck, 2000), restrictive emotionality and gender role conflict (Liang et al., 2011) and negative correlation to paternal involvement (Glass & Owen, 2010).

Relatedly, Mirandé (1997) identified the *marianista* construct, where women are held to the feminine standard of self-sacrifice. In the 1970's, Stevens (1973) coined the phrase *Marianismo* to capture the influential set of gender-specific expectations applied to Latinas (Morales & Perez, 2020). The construct finds its origin in Roman Catholicism and Latino culture where Latina women and girls are implicitly required to embody the characteristics of the Virgin Mary. These expectations typically involve a strong commitment to and dependence on family, subordination to men, spiritual virtuosity, selflessness, and adherence to standards of chastity (Castillo et al., 2010).

Machismo and Marianismo function descriptively and proscriptively, insofar as describing the behavior and attitudes typical among men and women, while spotlighting the pressure felt both internally and externally to conform to these ideals. Anything less than perfect adherence to gender ideals can result in gender role conflict (Niemann, 2001), a concept that will be discussed at greater length. However, the

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/culturally-responsive-gender-adapted-counseling-approach-with-mexican-american-men/347706](http://www.igi-global.com/chapter/culturally-responsive-gender-adapted-counseling-approach-with-mexican-american-men/347706)

## Related Content

---

### Path to College Presidency: Being African American and Female

Chaundra Smith-Adams (2022). *Black Female Leaders in Academia: Eliminating the Glass Ceiling With Efficacy, Exuberance, and Excellence* (pp. 213-232).

[www.irma-international.org/chapter/path-to-college-presidency/307207](http://www.irma-international.org/chapter/path-to-college-presidency/307207)

### Plurilingualism and STEAM: Unfolding the Paper Crane of Peace at an Elementary School in Japan

Daniel Roy Pearce, Mayo Oyama, Danièle Moore and Kana Irisawa (2020). *International Journal of Bias, Identity and Diversities in Education* (pp. 1-23).

[www.irma-international.org/article/plurilingualism-and-steam/270943](http://www.irma-international.org/article/plurilingualism-and-steam/270943)

### A Heteroglossic Lens on Washington State's Growing Dual Language for Multilingual Learners

Chioma Ezeh (2024). *International Journal of Bias, Identity and Diversities in Education* (pp. 1-14).

[www.irma-international.org/article/a-heteroglossic-lens-on-washington-states-growing-dual-language-for-multilingual-learners/339883](http://www.irma-international.org/article/a-heteroglossic-lens-on-washington-states-growing-dual-language-for-multilingual-learners/339883)

### DEI's Impact on Organizational Change in Addressing Institutional Racism in an Employment Setting

Shama Panjwani (2024). *Transformative Social Change in Organizations and Institutions: A DEI Perspective* (pp. 90-107).

[www.irma-international.org/chapter/deis-impact-on-organizational-change-in-addressing-institutional-racism-in-an-employment-setting/336572](http://www.irma-international.org/chapter/deis-impact-on-organizational-change-in-addressing-institutional-racism-in-an-employment-setting/336572)

### Exploring the Lived Experiences of African American and Latinx STEM Faculty and Students in the U.S.

Anne Nordberg, Torrie A. Cropps, Stephen P. Mattingly and Yvette E. Pearson (2024). *International Journal of Bias, Identity and Diversities in Education* (pp. 1-14).

[www.irma-international.org/article/exploring-the-lived-experiences-of-african-american-and-latinx-stem-faculty-and-students-in-the-us/344838](http://www.irma-international.org/article/exploring-the-lived-experiences-of-african-american-and-latinx-stem-faculty-and-students-in-the-us/344838)