

2. Masculinity Can Handle the Truth

The truth is.....the truth incites fear in most men, in particular, the fear of dealing of with the complexity of authentic, natural, and inevitable emotions. Usually when a man lies, especially to a woman, it's because he wants to avoid conflict and/or he is reluctant and/or afraid of her reaction. Fear of conflict or of a woman's reaction to the truth is tantamount to a man being afraid of a woman. This fear is usually sensed even if it the avoidance or lie is not exposed; but, in any case, the man is sending the message that he is weak and scared. This is a huge turnoff to women. Women don't like it.

"It's grounds for dismissal" – Christine Oster

On the other hand, true masculinity demands and thrives on truth, because he knows it is important and knows why. He can explain how it builds trust and intimacy.

A real man can handle criticism; in fact, invites it, because he knows that feedback is essential to being a better man. He has the courage and grace to listen with appreciation, the intelligence to evaluate new information, and the rationality to confidently assimilate what is valuable and reject what is not. When someone is speaking, he respects that it is for a reason, even if he doesn't know what the reason is, and extends the courtesy to listen regardless. He never says "That's TMI", ever! He can never have Too Much Information, and feels no resistance whatsoever, even if the truth is disgusting, ugly, stinky, offensive, repulsive, etc. If he says "That's TMI" he's not a real man, guaranteed.

Fear of information, of actual, personal contact.

Example, on-line dating: Real men don't do it. If a man chooses to participate, he's afraid of the truth and encouraging ignorance. First meetings should always be in person, where candy/cash is far less relevant, and other, certainly more important long term characteristics have a chance to emerge both consciously and unconsciously. Only if a man is afraid of something does he flee the opportunity to reveal his true sensory character face to face. He may rationalize, saying that "it's hard to find a good woman". Nonsense. They're everywhere.

A man in fear deprives a woman of the opportunity learn who he actually is - to see, smell, hear, and touch him in the flesh here and now. Fear makes him hide behind the glowing manufactured image of an on-line resume, a brand, a dead thing. He's afraid of life. He has no confidence. He's afraid of sensation, and of all life's inherent uncertainties. He's demonstrating that he is weak and cannot be trusted to care for the next generation.

This applies to all of our interactions, not just on-line dating. A real man does NOT

- Text when he can email you,
- Email when he can call you on the phone
- Call you when he can be with you in person.



When with you in person, he looks you in the eyes, gives you his full attention, and welcomes you to do the same. A real man truly values communication, so he prefers what is most sensory, real, and intimate in all cases and at all times.

The masculine man strives to communicate his thoughts most effectively and candidly, which means in person whenever possible, where he can show himself, especially his face.

"The face is a picture of the mind as the eyes are its interpreter." - Cicero

Certainly, a real man does not wear sunglasses, hiding his eyes, when talking face to face, or even in a photograph or video. Even though he might consciously think that wearing sunglasses makes him look "cool", or whatever else he tells himself and others; covering his eyes incites suspicion, subconsciously. It makes him look like he's trying to get others to buy an image, while simultaneously sending the message that he's hiding something. What, exactly?

When a man is afraid of the truth, either telling the truth or hearing it, he responds by hyper-control. Then, it is natural that he prefers to text or tweet over more intimate forms of communication. Psychologists know that most information is communicated non-verbally, through sights, smells, touches, and vocal qualities rather than conscious content of written words alone. Phone calls and especially face-to-face encounters are loaded with exchanges of information that fly under the radar of awareness. When we are face to face, it is difficult to maintain control of information, of our "brand". People may discover things about us that we don't want them to know, and this scares the man who wants his public image to be admired and adored. With emails, texting, Twitter, Snapchat, Instagram, Facebook, etc., it's far safer, because he can control the information in order to best promote his image, which relieves him of the fear that his authentic self will be discovered, so he can continue the business of selling his image/brand. This business never stops. At all times, he must be in control of information so he can continue selling himself to feed his bank account and his pride. He has allowed himself to be transformed into product - not a man.

In the distant past, before the telephone, men were more honest (from the same root word as "honor"). It's much harder to lie to someone, especially a person that you know, if you have no alternative to a face-to-face conversation. However, face-to-face interactions are becoming a scary thing, a thing of the past.

A reputation for duplicity, cowardice, or impropriety was hard to shake and could cripple you in very practical ways: making it hard to advance in politics or business, creating feuds -- potentially very violent ones -- and rendering you contemptible. Most of antiquity -- really until the last century -- was a time when your word was literally your bond. There's a lot of folk-lore (and real history) about heroes who suffer great wrongs rather than going back on their word. -Steve Theodore

We can plainly observe that never before in human history has there been such anonymity as there is today. People used to live in small communities where everyone knew each other. Today, by living in such populated communities, it is common, whenever we leave our homes (running errands for instance) to come across dozens of faces we don't recognize. This anonymity is amplified by the fact that our interactions, from the invention of the printing press, to the telephone, up to the internet today; are increasingly abstract/electronic, lacking the

sensory richness of the now rapidly-receding low-technology past. Now more than ever, it is easy and tempting to hide the truth behind an image.