

The US Army “Warrior” and Military Masculinity : The Army Recruiting Campaigns and Evolving “Warrior”

I am an American Soldier.

I am a warrior and a member of a team.

– An excerpt from the US Army’s *Soldier’s Creed*–

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I. Introduction

II. The United States and the Military

III. The Emergence of the “Warrior” Concept in the US Army

- 1) I rely on Aaron Belkin’s definition of military masculinity which he defines as “a set of beliefs, practices and attributes that can enable individuals—men and women—to claim authority on the basis of affirmative relationships with the military or with military ideas” (Belkin 3). Those who value military masculinity believes one’s military service certifies their power and authority, and some may display physical attributes which include muscles or tattoos to enhance their military masculinity.

Unfortunately, the enemies we are likely to face through the rest of this decade and

beyond will not be “soldiers,” with the disciplined modernity that term conveys in Euro-America, but “warriors”—erratic primitives of shifting allegiance, habituated to violence, with no stake in civil order. Unlike soldiers, warriors do not play by our rules, do not respect treaties, and do not obey orders they do not like (Peters 16).

IV. The Army Recruiting Campaigns and the “Warrior” Concept

A. The “Warriors Wanted” Campaign

Those armed with more than good intentions. Those ready to put ideas into action. To take their skills and hone them. To take their knowledge and apply it. To make themselves into a modern, ready and unbeatable fighting force.

[Video 1 narration] When freedom is threatened around the world. When flood waters rise. While fires rage. Wherever the fight. Whoever the enemy. When America needs the best, she sends soldiers.

[Video 2 narration] There are those who choose a different path in life. The path of selflessness, service. The path that leads to freedom.

[Video 3 narration] There are those who stand forever ready. Ready to defend a nation. Ready to fight for what matters. No matter what.

[Video 4 narration] There are those who see the challenges facing the nation and say “send me.” They fight for country. They fight for honor. They fight to win.

Figure 1 “Warriors Wanted” campaign posters



- 2) “Join the People Who’ve Joined the Army” is the slogan of the US Army recruiting campaign during the mid-1970s. The campaign advertisements featured individual servicemember’s stories about why they joined and what they learned from the service.

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- 3) Light infantry is a designation for those infantry soldiers who are armed and equipped lighter than heavy infantry soldiers who are armed to deliver the main attacks. By compromising armor and firepower, light infantry units aim to achieve speed and mobility.
 - 4) Combat arms branches include Infantry, Air Defense Artillery, Armor, Aviation, Corps of Engineers, Field Artillery, and Special Forces.
 - 5) Combat support branches include Chemical Corps, Signal Corps, Military Intelligence Corps, and Military Police Corps.
 - 6) Combat service support branches include Adjutant General's Corps, Finance Corps, Ordnance Corps, Quartermaster Corps, and Transportation Corps.
 - 7) Special branches include Judge Advocate Generals Corps, Chaplain Corps, Medical Corps, Medical Service Corps, Dental Corps, Veterinary Corps, Army Medical Specialist Corps, and Army Nurse Corps.

Figure 2 UK Army Poster (UK Ministry of Defence)



B. The “What’s Your Warrior?” Campaign



Figure 3 An ending scene from *What's Your Warrior?*



Figure 4 Official Poster of *What's Your Warrior?*

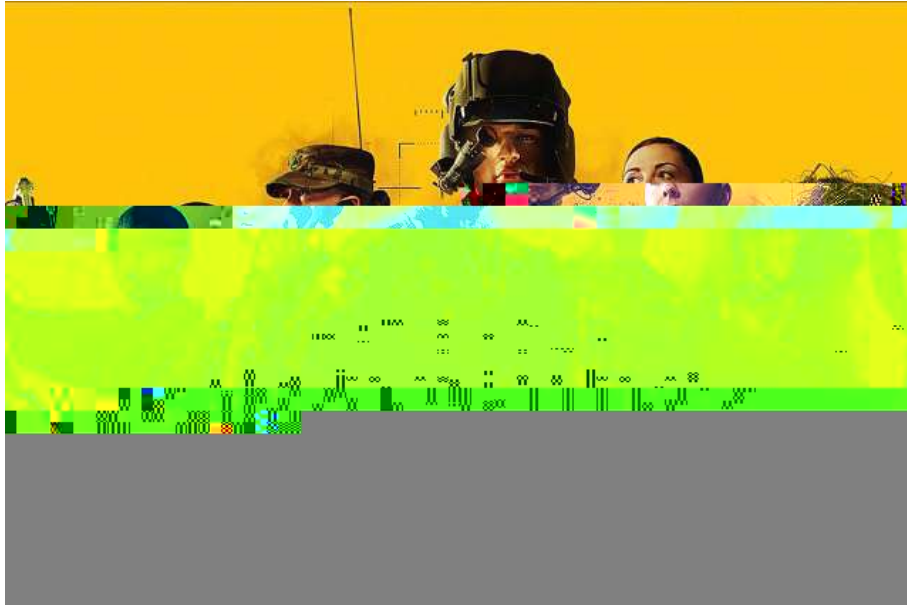
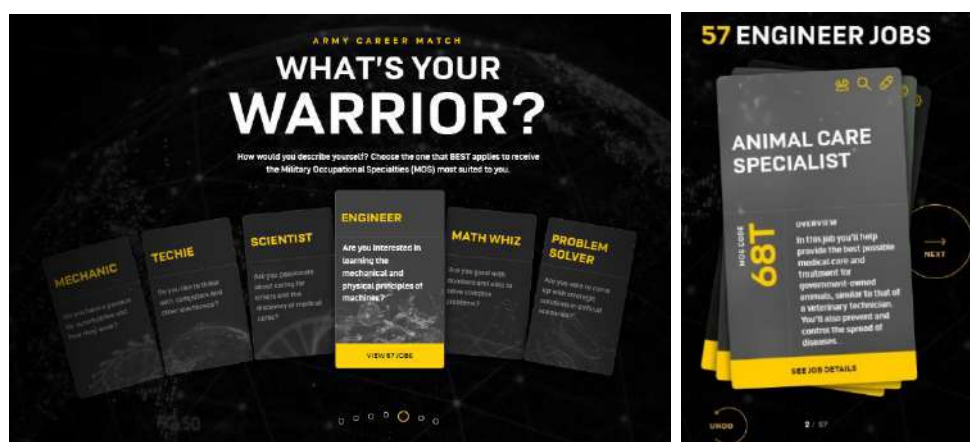


Figure 5 Interactive MOS Cards on goarmy.com



V. Is the New “Warrior” Ideal New?

VI. Conclusion

References

