This thesis analyzes the hit television series *Lost* and how the characters Kate Austen and James ‘Sawyer’ Ford negotiate their gender performance on and off the island. From a critical rhetorical standpoint, this study further examines the stereotypical depictions of masculinity that are perpetuated through the media and how these depictions are either negated or adhered to by the previously mentioned characters. Overall, the major themes of masculinity that were found were the correlation between muscularity and masculinity as well as the display of aggressive and violet behavior to exert dominance. Ultimately, I argue that the gender performances of both Kate and Sawyer only serve to reinforce the heteronormative societal ideal that we are more uncomfortable with women who deviate away from expected gender performances than we are with male deviation.