Women, Men and Communication  
Spring 2014  
Rutgers University  
Western Monmouth

Instructor: Dianne Mills McKay                                                Phone: 609-261-0255  
Meeting Times: Tuesday 3-5:40 pm                                             Fax: 609-267-1888  
Course Number: 37:575:480:80                                                 Email: damckay@rci.rutgers.edu

Course Description:  
This course will explore the differences and similarities in communication styles by gender. Students will analyze communication situations and the effect that culture and socialization play on the development of communication styles, behaviors and attitudes. Emphasis will be placed on communication in the workplace, but will also touch on friendships and romantic relationships.

Course Texts:  
Ivy, Diana K.  Gender Speak: Personal Effectiveness in Gender Communication: 5th Ed. (2012: Pearson)

Babcock, Linda and Sara Laschever. Women Don’t Ask (2007: Bantam)

Learning Outcomes:  
At course completion the student will be able to:

- Interpret stereotypical patterns of gender communication
- Appraise examples of stereotypical and non-stereotypical patterns of gender communication in American culture
- Distinguish gender communications patterns to avoid stereotypes in personal gender communications
- Employ appropriate gender communication at work, home school and social and professional forums

Course Objectives:  
Through a variety of course meetings and assignments, the student will be able to:

- Use communication repertoire toward achieving intuitive competence in various gender communication situations
- Analyze communications choices
Evaluate gender role socialization and the role of popular culture in influencing gender communication

Attendance and Assignments:

Regular attendance is necessary to successfully complete this course. Group exercises cannot be duplicated if they are missed. Assignments are due on the dates scheduled or assigned by the instructor. If you cannot complete an assignment on time please see the instructor prior to the scheduled due date for any special consideration.

If you have any special learning needs, please speak to the instructor before the end of the first class.

All cell phones and electronic devices must be turned off prior to class.

Please make every effort to arrive on time to class and stay until the class is dismissed.

Academic integrity is expected and all the work submitted for class assignments must be your own. References and resources must be properly cited. Please familiarize yourself with university policies on academic integrity and plagiarism.

Evaluation:

Paper and in-class oral report on gender communication in popular culture: select print advertisements, songs, music videos, television shows, television commercials, or film for gender communication analysis

20%

Paper on the film North County exploring the stereotypical gender communication and the issue of sexual harassment in the workplace.

4-6 pages

20%

Paper on personal negotiation strategies based on Women Don’t Ask and the Conflict Strategies Game.
Details will be discussed in class at the time of the assignment.

4-6 pages

20%
Group report: critique and analysis of the Dateline program on John Grey. Groups will analyze the work/life balance issues that are exposed in the film.

20%

Final Exam 20%

I hope that you will find the study of gender and communication to be fascinating, informative and helpful in your personal and professional lives. I look forward to exploring this fascinating subject with you.

Dianne Mills McKay
Course Schedule

Jan. 21 – Introduction to Gender and Communication
Jan. 23 “There’s No Such Thing as Women’s Work”
Handout: “A Fabulous Child’s Story” Chapter 1

Jan. 28 – Nature vs. Nurture
Jan. 30 Discuss a “Fabulous Child’s Story” Read pp. 397-
Gender Roles –“How do we learn to be a boy or girl?” 418 for 1/31 or 2/2
Gender Identity theory

Feb. 03 - Communication and Gender in Education Chapter 3 for
Feb. 05 Gender Bias in Education-Dateline tapes 2/7 or 2/9
STEM careers and education Practices
“Purdue University” tape

Feb. 10 - Influence of Popular Culture
Feb. 12 Popular Culture Images of Women
View “Killing Us Softly” and “Dreamworlds”
Madonna or Whore - The Good Girl or the Bad Girl
How may these images relate to women in the workplace?

Feb. 17 - Influence of Popular Culture
Feb. 19 Popular culture images of men 2/21 or 2/23
“Gender Guise”
Rap
The Real Man
How may these images relate to men in the workplace?
Paper and discussion of gender communication in pop culture due 2/28 or 3/1

Feb. 24– Gendered Language
Feb. 26 Women, Men and the Relational versus Content Approach pp.380-88,
to Communication 419-429 for
Arbitrariness on Language exercise 3/6 or 3/8
Sex Talk Quiz
Gender Bias in Language

Mar 03 –Presentation of Popular Culture papers
Mar. 05
Mar.10  Sexual Harassment in Education
Mar.12  View Hostile Hallways
        Sexual harassment in the workplace
        View Anita Hill testimony

Mar.17-19 Spring Break

Mar.24  Sexual Harassment in the Workplace (contd.)
Mar. 26  Read Women
        Don’t Ask for
        View North Country
        Assign paper due 4/7-9.

Mar. 31  Workplace vs. Home Communication problems
Apr.  02  Maintaining a healthy work-life balance
        Dateline analysis of John Grey’s Men are From Mars/Women are from Venus

Apr.  07  In class graded group report on John Grey
Apr.  09

Apr. 14  Discussion of Women Don’t Ask
Apr. 16  Assign negotiation paper due 4/24 or 4/26

Apr. 21  Gender and Communication in Relationships
Apr. 23  Helen Fisher’s Why Him, Why Her?
        How do you find that perfect partner and how do you sustain a loving
        Relationship?

Apr. 28  Power Abuses
Apr. 30  When relationships go wrong
        Domestic Violence
        View Edward James Olmos’ “It Ain’t Love”
        Review for Exam
        “Councils”

May 05  Review for exam