Analysis (Of Dina Gerdman by Zaeem Yousaf)

Researchers believe gender stereotypes hold women back in the workplace. The article under title “How Gender Stereotypes Kill a Woman’s Self-Confidence" (February 25, 2019) by Dina Gerdman: senior editor at Harvard, describes the reasons that why women suffer self-confidence and provides solution in **the problem-cause-solution pattern.** Throughout her writing she tries to **persuade** women for their contribution in leading professions with the help of **Katherine Coffman**'s research.

Dina claims that women already contributing enough in workplace such as 60% but due to their lack of self-confidence, they fail to achieve the high posts in male-dominant professions: STEM. Reference to Harvard Business School Assistant Professor Coffman, brings the **credibility** to Dina and thereby casting the **impact on audience** (women).

Coffman argues that women lowball their abilities by being less confident than men and discounting positive feedback about their abilities. Women also narrow down their scopes and hold them back on expressing ideas on ‘male topics’. It is the result of **gender stereotypes** and women need to break away from these misconception and step forward to male dominant professions. The use of an example of quiz and self-confidence of gender clearly draws the conclusion that Stereotypes controls our minds to the extent that it becomes difficult to convince people of their talent in fields where they believe their gender is weak.

Dina proposed the remedy to flourish the women contribution in leading professions by raising their voice opinions and advocating for their ideas while collaborating in teams. Structuring the group decision will bring the empowerment and self-confidence to women. **The role of media** can reduce the race among gender. Dina used the **linguistic sensitive devices** to make her argument more vivid and accomplished the goal of proposition of value.