Jason Jiang

ESL 118

James Corona

Mini-Summary

September 17

Plumlee, G. L., Wright, A., & Wright, D. N. (2016). He wrote, she wrote: Gender similarities

and differences in written business communication. *The Journal of Business Diversity*,

16(1), 78-85.

How Gender Difference Acts in the Business Written Communication?

The article He Wrote, She Wrote: Gender Similarities and Differences in Written Business Communication (Plumlee, Wright & Wright, 2016, p.78) mainly focus on the communication problems in the business fields, especially the communication between men and women. In general, the researchers use the data from the exam content of some sophomore-level business communication classes. The students are required to write the response to the employees, who made terrible experience for the client, of how to perform business etiquette in the right way. The responses are divided into 2 parts, men and women, and derive some research data like word count, character count, paragraph count, you- and me- usage, and readabilities. After collecting and analyzing the data, researchers find the main way they express are similar: the word count, characters and language complexities are all similar by statistical analysis. However, the women prefer to use positive language significantly than men, which means the men are more likely to negatively react to other’s mistakes. But, in fact, the result is somewhat subjective, because this specific scenario requires the negative words more likely. In the end, the authors indicate two main limitations of this study. The first one would be the subjectivity of writing situations, meaning that the experiment should include more scenario and more different level people to make it more objective. Another limitation would be the audience’s gender, which means that people treat different gender people in different ways, so in that way, this condition should be also explored in future.