

(Proposed from A.Y 2020-2021)

NIRMA UNIVERSITY
Institute of Technology
Bachelor of Technology (All)
Semester V/VI

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| Course Code | 2HSXXX |
| Course Title | Gender Communication |

Course Learning Outcomes (CLO):

At the end of the course, students will be able to-

1. define and comprehend key terms, concepts and theories relevant to the study of gender communication
2. analyse stereotypes, communication across genders and barriers among genders

Syllabus:

Teaching hours: 45

Unit I: Introduction to Gender Communication **10**

Key Concepts: Androcentrism, Body, Feminism, Heterosexism, public/private, queer theory, sexuality, stereotype, gender, gendered, gender order and gender segregation, essentialism,

Unit II: Gender Theories **7**

Feminist Theory, Gender Theory, Identity Theory

Unit III: Sensitization & Breaking Stereotypes **10**

Choosing and Using Gendered Language, Gender Inequality and its impact on Men & Women, Understanding Patriarchy, Understanding Violence, Contribution to Prevention of Sexual Harassment, stereotypes & their development, formation and activation of stereotypes, perceiving & judging others with stereotypes

Unit IV: Communication Across Genders **8**

Tentative speech; gender-linked language; minimal responses; gender salience; intergroup communication, Social influence; dominance; impression formation; overarching model for gender and communication processes in interaction.

Unit V: Barriers Across Genders **10**

Social Gender barriers, Gender barriers at work, Digital barriers in Education, Gender Barriers in communication, how to overcome gender barriers.

Signature

Suggested Readings[^]:

1. Ivy, Diana K. *Gender Speak: Personal Effectiveness in Gender Communication*: 6th Ed. (2016: Pearson)
2. Vincent, Norah. *Self-Made Man: One Woman's Journey into Manhood and Back Again*. (2006: Penguin Group)
3. Wood, J. T. (2013). *Gendered lives: Communication, gender and culture* (10th ed.). Boston, MA: Wadsworth
4. Marshment M. (1997) *The Picture is Political: Representation of Women in Contemporary Popular Culture*. In: Robinson V., Richardson D. (eds) *Introducing Women's Studies*. Palgrave, London.
5. Showalter, Elaine. 'Toward a Feminist Poetics'. *The New Feminist Criticism: Essays on Women, Literature and Theory*. Ed. Elaine Showalter. London: Virago, 1986.
6. Bourdieu, P. (2001). *Masculine domination*. Stanford, CA: Stanford University Press.
7. Cameron, D. (1992). *Feminism and linguistic theory* (2nd ed.). New York: St. Martin's Press.
8. Coates, J. (2003). *Men talk*. Oxford, UK: Blackwell.
9. De Beauvoir, S. (1949/1989). *The second sex*. Harmondsworth: Penguin.
10. Brod, Harry and Kaufman, Michael. 1994. *Theorizing Masculinities*, Sage Publications. Thousand Oaks.
11. Connell, Robert W. *Masculinities*, Cambridge: Polity Press, 2005
12. Palomares, N. A. (2012). Gender and intergroup communication. In H. Giles (Ed.). *Handbook of Intergroup Communication* (pp. 197-210). New York: Routledge
13. Crawford, M., & Kaufman, M. R. (2006). Sex difference versus social processes in the construction of gender. In D. J. Canary & K. Dindia (Eds.), *Sex differences and similarities in communication* (2nd ed., pp. 179-194). Mahwah, NJ: Lawrence Erlbaum.
14. Reeves, B., & Nass, C. (1996). The media equation: How people treat computers, television, and new media like real people and places. Cambridge, England: Cambridge University Press. (Chapter 14 only, pp. 161-170).

L = Lecture, T = Tutorial, P = Practical, C = Credit

[^] this is not an exhaustive list