

NIRMA UNIVERSITY
Institute of Technology
Bachelor of Technology
Open Elective (all Dept.)

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Course Code	2HSEO06
Course Title	Gender Communication

Course Outcomes (CO):

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. identify and analyse 'stereotypes'
3. understand and employ communication across genders
4. examine societal structure and resulting gendered communication

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 and 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.	

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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