



Exploring Genderspeak: Personal Effectiveness in Gender Communication

Diana K. Ivy, Phil Backlund

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This text offers a comprehensive overview of gender and communication (communication both about and between men and women), incorporating a "personal effectiveness" model that provides students with a range of options for improving their own communication with members of the opposite sex. The work explains current research and how various influences (biology, social influences, language, media) impact behaviour and communication; it also explores relationship initiation and development, with specific reference to friendships, romantic relationships, marriage and family contexts, educational settings and the workplace. Intended to sensitize students to the subtle, sexist properties of language, it offers simple, contemporary, non-sexist alternatives. An instructor's manual (0-07-032293-7) is also available.

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