



GenderSpeak: Personal Effectiveness in Gender Communication (4th Edition)

By Diana K. Ivy, Phil Backlund

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***GenderSpeak: Personal Effectiveness in Gender Communication* is an examination of the attitudes, gender identities and stereotypes that characterize communication in relationships, with the ultimate goal of improving communication between the sexes.**

Focused on communication *about* as well as *between* women and men, this practical and readable text connects material to readers' every-day lives. *GenderSpeak* provides a balanced approach to the study of gender communication, presenting current research and a variety of perspectives and sources, while avoiding slant or bias.

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Editorial Review

From the Back Cover

***GenderSpeak: Personal Effectiveness in Gender Communication*, Fourth Edition**

Diana K. Ivy, *Texas A&M University–Corpus Christi*

Phil Backlund, *Central Washington University*

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Focused on communication *about* as well as *between* women and men, this practical and readable text connects material to students' everyday lives. *GenderSpeak* provides students with a balanced approach to the study of gender communication, presenting current research and a variety of perspectives and sources, while avoiding slant or bias.

New Features

- Offers an **overhauled research base**, providing a balance between scholarly works and popular literature, to give students a broad picture of developments in gender communication studies.
- Incorporates an updated prologue that showcases **contemporary men's movements** in the United States.
- Includes an extended **discussion of transgender identity**, as an alternative to traditional male and female sexes and masculine and feminine genders (Chapter 1).
- Features a new and improved exploration of such influences as **culture and values** on the development of gender identity, and the effects of the intersection of race, culture, and gender on communication (Chapter 2)
- Provides an updated look at **changing female roles** in prime time television, as well as the impact of female rap artists on the music industry (Chapter 3).
- Expands on the exploration of the **power** of communication (Chapter 4).
- Includes an **updated discussion of trends in the workplace that affect women**, such as sequencing, flextime, telecommuting, and workplace child care facilities (Chapter 9).

Users Review

From reader reviews:

Alan Dean:

Often the book *GenderSpeak: Personal Effectiveness in Gender Communication (4th Edition)* has a lot of knowledge on it. So when you check out this book you can get a lot of profit. The book was compiled by the very famous author. Tom makes some research prior to write this book. This kind of book very easy to read you will get the point easily after reading this article book.

Carol Witt:

Precisely why? Because this GenderSpeak: Personal Effectiveness in Gender Communication (4th Edition) is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will surprise you with the secret the item inside. Reading this book adjacent to it was fantastic author who also write the book in such incredible way makes the content within easier to understand, entertaining way but still convey the meaning completely. So , it is good for you for not hesitating having this any more or you going to regret it. This amazing book will give you a lot of benefits than the other book have such as help improving your ability and your critical thinking technique. So , still want to postpone having that book? If I ended up you I will go to the publication store hurriedly.

Norma Wilson:

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