

UNIT 2 – SOCIAL COMMUNICATION

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender Sensitivity in communication.

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BLOGS

A blog originally came from the word “weblog” or a “web log”. A blogger is someone who blogs or writes content for a blog. Blogging is the act of writing a post for a blog. A blog is a type of website which has posts (or entries) appearing in reverse chronological order. Blog posts typically appear with the most recent blog post (or entry, post) first, just like a diary or journal.

A blog is typically updated frequently and regularly, although there are some who are considered “slow bloggers”. Blogs typically have an area for people to comment or respond to the blog post. Blogs may also have other areas of content and links to other websites. Blogs can have individual authors or be a collection of authors. Blogs have a history or an archive of previous blog posts. A blog is a collection of content that is organized repetitively. This content can take the form of basic words (copy) as well as rich media (audio, video, and embeddable objects). A blog typically focuses on a particular subject matter for clarity, focus, and A blog can be built by hand, manually through writing the post, uploading to a website via FTP, and then publishing. A blog can also be managed by software, sometimes called a CMS (Content Management System), where a lot of the features are automatically created and populated. A blog typically can be read in a number of different formats including the homepage, single post page, categories, tags, and also via RSS and other such syndication technologies.

Readers and visitors can subscribe to the blog so that they can consume the content in a variety of different means, tools, devices, and applications. A blog today could take the form of microblogging (like Twitter, Posterous, Tumblr), vblogging (video blogging), and more which can focus on a particular type of content or technology.

MBA's - multi-author blogs **written by large numbers of authors and professionally edited**. MABs from **newspapers, other media outlets, universities, interest groups** and similar institutions **account for an increasing quantity of blog traffic**.

TYPES OF BLOGS

PERSONAL BLOGS

The personal blog is an ongoing diary or commentary written by an individual.

Micro blogging

Micro blogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Micro blogging offers a portable communication mode that feels organic and spontaneous to many and has captured the public imagination. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) micro blog about concert dates, lectures, book releases, or tour schedules. A wide and growing range of add-on

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tools enables sophisticated updates and interaction with other applications and the resulting profusion of functionality is helping to define new possibilities for this type of communication. Examples of these include Twitter, Facebook, etc..

❑ **CORPORATE AND ORGANIZATIONAL BLOGS**

A blog can be private, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs. Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

❑ **SCHOOL BLOG:** for teachers and students to collaborate on classroom projects.

❑ **NON-PROFITS BLOG:** Foundations, charities, and human rights groups use it as great tools to raise awareness and money for their causes.

❑ **POLITICAL BLOG:** Members of parliament, political parties, government agencies, and activists use blogs to connect with their constituencies.

❑ **MILITARY BLOG:** to report what they see happening in various parts of the world and to stay in touch with their families.

❑ **PRIVATE BLOG:** Some people make their blogs private to share photos and information within families, companies, or schools.

❑ **Sports blog:** We've got **teams, athletes, and fans** using **blogs** to **express** and share their **passion** for **various sports**.

❑ **How-to, tips and reviews:** share **tips & reviews** about **cooking, music, books, movies** & so on.

❑ **By genre** - blogs **focus** on a **particular subject**, such as **political** blogs, **journalism** blogs, **health** blogs, **travel** blogs **gardening** blogs, **house** blogs, **book** blogs etc..

❑ **By media type** - **comprising videos** is called a **vlog**, one comprising **links** is called a **linklog**, a site containing a portfolio of **sketches** is called a **sketchblog** or one comprising **photos** is called a **photoblog**. Blogs with shorter posts and **mixed media** types are called **tumblelogs**. Blogs that are written on **typewriters** and then scanned are called **typecast blogs**.

❑ **By device** - type of device is used to compose it. Written by a **mobile device** like a mobile phone or PDA could be called a **moblog**. **Semi-automated blogging** with live **video** together with **text** was referred to as **sousveillance**. (soo-VAY-lens) (recording using small wearable or portable personal technologies.)

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ADVANTAGES

1) Blogging is Really Easy

Yes. For the most part, starting a blog is extremely easy. I always say, "If you can write an email, you can maintain a blog.". It's really that easy. The blogging software takes care of all of the scary stuff, like writing HTML and publishing your pages to the web. All you need to do is type your content.

2) Blogs Can be Set Up Quickly

You can literally have a blog from one of the many free blogging services up and running in about 10 minutes. If you want to host your own blog, it takes a little longer, but most of that time is spent waiting for domain names to be ready.

3) Blogs are Search Engine Friendly

For the most part, blogs are pretty search engine friendly. What this means is that you won't have to spend a lot of time worrying about SEO (Search Engine Optimization), because most blog software takes care of SEO basics for you.

Blogs automatically link all of your posts and pages together, which helps search engine spiders to find, crawl, and index your whole site. Blogs also use your relevant keywords in the Titles, Meta Tags, and URLs of every page, which also helps pages to rank higher in the search engines.

4) Blogs are Extremely Organized

One of the toughest thing about maintaining a traditional website is keeping pages organized. Blogs automatically organize your content by date, category, tags, and even include a built in search. This makes it much easier for people (and spiders) to navigate your blog and find what they are looking for.

5) A Blog is a Magnet for Readers

If you're writing about something you are passionate about, there are bound to be others who are also passionate about that topic too. Hopefully, your blog will attract those readers / visitors, and if you write regularly, those readers will keep coming back for more.

6) A Blog is an Instant Online Community

Blogs have built in commenting systems, which allow your readers to comment and have discussions about various topics. This promotes readership, and also generates unique relevant content.

7) Built in RSS (Really Simple Syndication)

RSS or Really Simple Syndication, basically syndicates your most recent content, and distributes it to several blog search engines. Your readers can also "Subscribe" to your "RSS Feed", had have your latest content automatically delivered to their inbox. Considering starting a blog, but not sure if it's worth your time and energy? Here's why you should decide to start a blog and how we can help you have a successful blog.

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REVIEWS

A review is an evaluation of a publication, product, service, or company such as a movie (a movie review), video game, musical composition (music review of a composition or recording), book (book review); a piece of hardware like a car, home appliance, or computer; or an event or performance, such as a live music concert, play, musical theater show, or dance show. In addition to a critical evaluation, the review's author may assign the work a rating to indicate its relative merit. More loosely, an author may review current events, trends, or items in the news. A compilation of reviews may itself be called a review.

In the scientific literature, review articles are a category of scientific paper, which provides a synthesis of research on a topic at that moment in time. A compilation of these reviews forms the core content of a 'secondary' scientific journal, with examples including Annual Reviews, the Nature Reviews series of journals and Trends. A peer review is the process by which scientists assess the work of their colleagues that has been submitted for publication in the scientific literature. A software review is also a form of peer review, by the co-workers.

A consumer review refers to a review written by the owner of a product or the user of a service who has sufficient experience to comment on reliability and whether or not the product or service delivers on its promises, otherwise known as product reviews. Product reviews can be done either individually, or as a comparison to similar products. An expert review usually refers to a review written by someone who has tested several peer products or services to identify which offers the best value for money or the best set of features. A bought review is the system where the creator (usually a company) of a new product pays a reviewer to review his new product.

BOOK REVIEW

A book review (or book report) is a form of literary criticism in which a book is analyzed based on content, style, and merit. It is often carried out in periodicals, as school work, or online. Its length may vary from a single paragraph to a substantial essay. Such a review often contains evaluations of the book on the basis of personal taste. Reviewers, in literary periodicals, often use the occasion of a book review for a display of learning or to promulgate their own ideas on the topic of a fiction or non-fiction work. At the other end of the spectrum, some book reviews resemble simple plot summaries.

Steps in Writing a Book Review

Pick A Book That You Would Like To Review.

If you are writing the review for a class, pick a book with a bit of literary merit. Books that have won prizes like the Booker Prize, the Newbery Medal etc. are good choices. Try to avoid pulpy books like Twilight. If you are writing a book review for a newspaper or some other publication,

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pick a notable book that has just recently be published. Again, look for new books that have just won awards.

- o **Get to know your book.** Read the book jacket, which generally offers a summary of the

- o **Research the author.**

Find out if he or she has written other books or won other awards. Research the writing style of the author. Knowing the author's background and style will help give you some context while you read the book.

- o **Read the preface or introduction** if the book has one. Prefaces can tell you a lot about a book

READING THE BOOK

Take notes as you read: Notes will help you to remember everything you were thinking or feeling as you read the book.

Make a list of the characters: At the very least, make a list of the primary characters. Note what a character's personality is like at the beginning and end of the book. Try to figure out what creates a shift in his/her personality.

Pick out what you think is the main idea of the book:The main idea is the focus of the story **Make a list of the themes you notice:** A theme is a universal concept or message that the author tries to convey through his/her writing. Some common themes are chaos vs. order, the circle of life, love and sacrifice, man against nature, etc.

Determine the author's argument: if there is one. An argument could be something like "harming nature is evil." You must determine how the author supports this argument.

Write down any quotes that stand out to you: In this case, a quote is not necessarily something that a character says, but is instead a few lines of the book that you think summarize the work well.

WRITING YOUR BOOK REVIEW

Understand the structure of a book review :Book reviews begin with a summary of the book that avoids giving away too much about the book

Keep your audience in mind: Your audience is the group of readers (perhaps your teacher and classmates) that will be reading your book review. Remember that your audience has not read the book.

Write the summary: Keep your summary brief. Discuss the main idea of the book, the plot, and the major characters. Do not go into too many details.

Write your evaluation of the book: Choose one to three major points to discuss about the book. This is where you can discuss the themes of the book.

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Finish your article by including a sentence or two about the publisher and the price.

If you have specific instructions regarding whether or not to do this, follow them. Most book reviews end with a sentence that says what publisher the book was published by, and what the prices of both the hardback and paper copies are.

FINALIZING YOUR BOOK REVIEW

Read your essay from the viewpoint of your audience. Pretend that you have not read the book. Are you able to understand everything that you have written?

Have someone else read your review. Getting someone else to read your work is a great way to make sure that what you have written is clear and easy to understand

Double check your spelling. Make sure that the name of the author, the title of the book, the names of the characters, and the publisher are spelled correctly.

Proofread your review. Make sure there are no typos and that everything is grammatically correct. Read your review out loud to check for any awkward sentences.

REVIEWING ESSENTIALS

Description of the book.

Sufficient description should be given so that the reader will have some understanding of the author's thoughts. This account is not a summary. It can be woven into the critical remarks.

Discuss the author.

Biographical information should be relevant to the subject of the review and enhance the reader's understanding of the work under discussion.

Appraise the book.

A review must be a considered judgment that includes: a statement of the reviewer's understanding of the author's purpose how well the reviewer feels the author's purpose has been achieved Evidence to support the reviewer's judgment of the author' achievement.

While you read:

Read the book with care. Highlight quotable passages. Note your impressions as you read. Allow time to assimilate what you read so that the book can be seen in perspective. Keep in mind the need for a single impression which must be clear to the reader.

THE REVIEW OUTLINE

A review outline gives you an over-all grasp of the organization of the review, to determine the central point your review will make, to eliminate inessentials or irrelevancies, and to fill in gaps or omissions.

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Examine the notes you have made and eliminate those with no relationship to your central thesis. By organizing your discussion topics into groups, aspects of the book will emerge: e.g., theme, character, structure, et c. Write down all the major headings of the outline and fill in the subdivisions. All parts should support your thesis or central point.

First draft

- Opening paragraphs** set the tone of the paper. Possible introductions usually make a statement about the:
 - o Thesis Authorial purpose
 - o Topicality of the work or its significance
 - o Comparison of the work to others by the same author or within the same genre Author.

- The body of the review** logically develops your thesis. Follow your outline or adjust it to further your argument. The aim should be to push your central point. Put quoted material in quotation marks, or indented, and properly footnoted.
- Concluding paragraphs** sums up or restates your thesis or it may make a final judgement regarding the book. Do not introduce new information or ideas in the conclusion. **Revising the draft**
 - Allow time to elapse, at least a day, before starting your revision.
 - Correct grammatical mistakes and punctuation as you find them.
 - Read your paper through again looking for unity, organization and logical development. If necessary, do not hesitate to make major revisions in your draft.
 - Verify quotations for accuracy and check the format and content of references

MOVIE REVIEW

Writing a movie review is a great way of expressing your opinion of a movie. The purpose of most movie reviews is to help readers in determining whether they want to watch, rent or buy the movie. The review should give enough details about the movie that the reader can make an informed decision, without giving anyway any essentials such as the plot or any surprises.

Similar to the purpose of writing book reviews, movie reviews analyze the effectiveness of the plot, theme, acting, direction, special effects, musical effects, cinematography, and all other elements that created the movie. There are quality and guidelines that a critique of a movie should possess. Avoid the use of generalized opinions such as “oh, it was a great movie” or “the acting was horrible,” but rather give specific reasons and the whys.

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STEPS TO WRITING A MOVIE REVIEW:

1. **Watch the movie** the first step in writing the review is to watch the movie. Watch the movie in a relaxed environment you are familiar with. You do not want to be distracted by an unfamiliar room. Watching the movie a second time will help you absorb a lot more detail about the movie. Most movie reviewers take notes as they watch the movie review.

2. **Express your opinion** of the film, but support your criticism. If you are offended or disappointed or embarrassed, provide a valid reason, even if you think it is obvious. A film review that comes across as a personal attack on an actor, director, or screenwriter or a diatribe about a genre is a failed review.

3. **Adjust the style** of your review for the readership. If you're pitching reviews to a traditional publication, you're expected to be fairly evenhanded (though even mainstream film critics are permitted

— expected — to gently mock particularly inept filmmaking). If your target audience is fans for a movie-geek Web site, though, feel free to take the gloves off. Either way, though, support your criticism with valid observations; hurling invective is not the same thing as evaluation.

4. **Avoid spoilers.** One of the most pernicious fairly recent developments in the review genre is the

careless, thoughtless revelation of key plot points. It's a sign of professionalism to refrain from giving such information away. Exception: Reviews of previously released films don't necessarily adhere to this rule, though it's still considered sporting to warn readers or site visitors to skip to the next paragraph if they don't want to read something. Some classy sites actually code spoilers to be invisible unless the visitor scrolls over the blank area to highlight that passage in the review.

5. **Judge the story.** Are the character's actions justified, and are their motives plausible? Is there an

internal consistency to the way each person behaves, or do some words, thoughts, or actions ring false? Does the plot make sense? Is the story line logical? Is the narrative arc well shaped, with an economy of form, or is it flabby or drawn out, with time-killing pointlessness?

6. **Rate the actors.** Do they meet the expectations dictated by the plot and other story elements? If not, is it their own thespian shortcomings, are they hampered by a poor script, or is there something about their performances that makes you believe the director is at fault? What could the performers, the screenwriters, or the filmmaker have done differently to make the movie work better?

7. **Evaluate the movie** most movie reviewers will give their opinion of the movie. This is important as the reviewer can express the elements of the movie they enjoyed or disliked. However, as in all good journalism, the reviewer should also give impartial details, and allow the reader to make their own mind over an issue the reader liked or disliked.

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8. **Evaluate the technical elements.** How do the cinematography, editing, lighting, sound, and other components support or detract from the film? Is music appropriate and effectively employed? You

needn't know film-technology jargon to share your thoughts about how these elements contributed to or detracted from the whole.

9 **Read, read and read** and check your review thoroughly. It can be embarrassing to find errors in your work after it has been published. This is especially important for reviews that will be published on the Internet, as search engines are always looking for the correct spellings of key words

TWEETS

Twitter is an online social networking and micro blogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.]Twitter Inc. is based in San Francisco and has offices in New York City, Boston, San Antonio and Detroit Tweets are publicly visible by default, but senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as for smart phones), or by Short Message Service(SMS) available in certain countries. While the service is free, accessing it through SMS may incur phone service provider fees. Twitter allows users to update their profile via their mobile phone either by text messaging or by apps released for certain smart phones and tablets..

CROSS CULTURAL COMMUNICATION

Cross-cultural communication is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they Endeavour to communicate across cultures. Intercultural communication is a related field of study. CROSS-

CULTURAL COMMUNICATION–THE NEW NORM

1. The Internet and modern technology have opened up new marketplaces that allow us to promote our businesses to new geographic locations and cultures. And given that it can now be as easy to work with people remotely as it is to work face-to-face, cross-cultural communication is increasingly the new norm.

2. After all, if communication is electronic, it's as easy to work with someone in another country as it is to work with someone in the next town.

3. And why limit yourself to working with people within convenient driving distance when, just as conveniently, you can work with the most knowledgeable people in the entire world?

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4. For those of us who are native English-speakers, it is fortunate that English seems to be the language that people use if they want to reach the widest possible audience. However, even for native English speakers, cross-cultural communication can be an issue: Just witness the mutual incomprehension that can sometimes arise between people from different English-speaking countries.

5. In this new world, good cross-cultural communication is a must.

UNDERSTANDING CULTURAL DIVERSITY

Given different cultural contexts, this brings new communication challenges to the workplace. Even when employees located in different locations or offices speak the same language (for instance, correspondences between English-speakers in the U.S. and English-speakers in the UK), there are some cultural differences that should be considered in an effort to optimize communications between the two parties

In such cases, an effective communication strategy begins with the understanding that the sender of the message and the receiver of the message are from different cultures and backgrounds. Of course, this introduces a certain amount of uncertainty, making communications even more complex. Without getting into cultures and sub-cultures, it is perhaps most important for people to realize that a basic understanding of cultural diversity is the key to effective cross-cultural communications. Without necessarily studying individual cultures and languages in detail, we must all learn how to better communicate with individuals and groups whose first language, or language of choice, does not match our own.

DEVELOPING AWARENESS OF INDIVIDUAL CULTURES

However, some learning the basics about culture and at least something about the language of communication in different countries is important. This is necessary even for the basic level of understanding required to engage in appropriate greetings and physical contact, which can be a tricky area inter-culturally. For instance, kissing a business associate is not considered an appropriate business practice in the U.S., but in Paris, one peck on each cheek is an acceptable greeting. And, the firm handshake that is widely accepted in the U.S. is not recognized in all other cultures.

While many companies now offer training in the different cultures where the company conducts business, it is important that employees communicating across cultures practice patience and work to increase their knowledge and understanding of these cultures. This requires the ability to see that a person's own behaviors and reactions are oftentimes culturally driven and that while they may not match our own, they are culturally appropriate. If a leader or manager of a team that is working across cultures or incorporates individuals who speak different languages, practice different religions, or are members of a society that requires a new understanding, he or she needs to work to convey this.

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Consider any special needs the individuals on your team may have. For instance, they may observe different holidays, or even have different hours of operation. Be mindful of time zone differences and work to keep everyone involved aware and respectful of such differences. Generally speaking, patience, courtesy and a bit of curiosity go a long way. And, if you are unsure of any differences that may exist, simply ask team members. Again, this may best be done in a one-on-one setting so that no one feels "put on the spot" or self-conscious, perhaps even embarrassed, about discussing their own needs or differences or needs.

DEMAND TOLERANCE

Next, cultivate and demand understanding and tolerance . In doing this, a little education will usually do the trick. Explain to team members that the part of the team that works out of the Australia office, for example, will be working in a different time zone, so electronic communications and/or return phone calls will experience a delay. And, members of the India office will also observe different holidays (such as Mahatma Gandhi's Birthday, observed on October 2). Most people will appreciate the information and will work hard to understand different needs and different means used to reach common goals. However, when this is not the case, lead by example and make it clear that you expect to be followed down a path of open-mindedness, acceptance and tolerance. When dealing with people in a different culture, courtesy and goodwill can also go a long way in ensuring successful communication. Again, this should be insisted on. If your starting point in solving problems is to assume that communication has failed, you'll find that many problems are quickly resolved.

KEEP IT SIMPLE

When you communicate, keep in mind that even though English is considered the international language of business, it is a mistake to assume that every businessperson speaks good English. In fact, only about half of the 800 million people who speak English learned it as a first language. And, those who speak it as a second language are often more limited than native speakers. When you communicate cross-culturally, make particular efforts to keeping your communication clear, simple and unambiguous. And (sadly) avoid humor until you know that the person you're communicating with "gets it" and isn't offended by it. Humor is notoriously culture-specific: Many things that pass for humor in one culture can be seen as grossly offensive in another.

GENDER SENSITIVITY IN COMMUNICATION

□ ENSURE THAT WOMEN AND MEN ARE REPRESENTED

As UNDP's partners are women and men, both should be seen, heard, and treated equally in corporate media products and messages. It is important to ensure that quotes from both men and women are included in press releases, stories and other communications.

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Additionally, presenting female voices in traditionally male roles and vice versa contributes to deconstructing stereotypes and gender norms. Such messages, including visuals and written messages can have a positive impact on people's attitudes over time. When preparing press releases, stories and other materials it is important to plan ahead and clarify how women's and men's voices can be captured.

□ **CHALLENGE GENDER STEREOTYPES**

Our use of language often reinforces gender stereotypes and assumptions about women and men are often formed through such gender stereotypes. It is important to avoid using these, as gender stereotypes limit and trivialize both women and men, presenting inaccurate images. It is important to not represent certain vocations or roles as only appropriate for, or held by, by women and men. For example, doctors are men and nurses are women. It is also critical to not imply, for example, that women and girls are timid in comparison to men and boys, or that females are passive and males are active. Similarly, one should avoid using phrases that stereotype women's or men's behavior or thought processes. For example, gender stereotypes are deployed when describing men as aggressive or violent, and when describing women as emotional, shrill, or passive.

□ **AVOID EXCLUSIONARY FORMS**

Exclusionary forms of language indicate the use of "he"/"his" when referring to both a female and male, which excludes females. One can use "he" and "she" to be inclusive, or use the plural 'they' to avoid using any gendered pronouns. When using gendered pronouns, it is important not to confuse your audience by using she in one paragraph and he in the next. In these situations, it is good practice to stick to one pronoun, or use a plural, or eliminate the use of pronouns altogether by rewording the sentence. In addition, when used sparingly, using he or she in a sentence can be a good way to include both sexes.

□ **USE EQUAL FORMS OF ADDRESS**

Addressing women by their marital status is an old practice dating back to the 1700s. Women were often called by their husband's full name, for example: 'Mrs. John Smith.' Nowadays however, this practice is no longer appropriate. While the address 'Mrs.' implies that the woman is married, 'Ms.' emerged in the 1940s as an alternative to 'Mrs.'. Today, the 'Ms.' form is universally accepted and a good practice to adopt. In the same way, women are often referred to as someone's partner, instead of an individual in their own right. Clearly, this creates an imbalance in who is deemed important in public life. It is good practice to avoid referring to women as somebody's wife, widow or mother unless absolutely necessary. Overall, however, it is important to be mindful and respectful of how individual women prefer to be addressed. For

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example, if a woman refers to herself as ‘Mrs.’, or adopts her husband’s name in correspondence, it is important to respect this choice and subsequently refer to her with the name of her choosing.

□ **CREATE A GENDER BALANCE**

In written and oral communications, it is important to be mindful of the gender implications of generic terms. Generics are nouns and pronouns intended to be used for both women and men. For example, the terms ‘fatherland’ or ‘mankind’ describe concepts that encompass men and women but both terms are evidently male-dominated. Male-specific generics tend to call up primarily male images for readers and listeners. It is best to avoid such generics, to create a more gender-inclusive language. Similarly, word order can often give the assumption that one sex is superior to the other, or that the latter sex is an afterthought.

For example, using the phrases men and women, or ladies and gentlemen, may give this impression. Instead, it is better to address groups of people with generic terms. For example, addressing a group as colleagues or members of the delegation avoids using any gender bias.

□ **PROMOTE GENDER EQUITY THROUGH TITLES, LABELS, AND NAMES**

Titles for people and occupations often reflect inequitable assumptions about males and females; gender-sensitive language promotes more inclusive and equitable representations for both females and males. Referring to a woman as a ‘career woman’ instead of a ‘professional’, or to a server as a waitress can exacerbate inequality, as women are not perceived as equal to men. Additionally, feminine suffixes such as –ess or –ette can also reinforce the notion that women are subordinate, or doing a different job to men. For example, instead of using actress or stewardess, for women professionals, it is better to use the generic term (actor or flight attendant) to avoid promoting gender inequality.

