



*Gender and Communication: Male-Female Differences in Language and Nonverbal Behavior*

## Gender and Communication: Male-Female Differences in Language and Nonverbal Behavior

**G**ENDER EXERTS a powerful influence on all facets of human communication and raises many profound social issues. How does our gender affect us in everyday interactions? Are we treated differently because we are male or female? When we speak to someone, does the way we speak depend on the listener's gender?

This provocative and richly discussible video explores the impact that gender has on both verbal messages (including speech, language, and vocabulary) as well as the nonverbal channels of communication such as vocal paralinguistics (touch), kinesics (movement, gestures, and posture), proxemics (spatial behavior) and other "unwritten" languages.

*Gender and Communication* examines a variety of fascinating topics that will engage students' interest. These include interruptions in conversations, gender bias in vocabulary and language, patterns of inequality in speech and conversation, cultural images of men and women, male-female differences in movement and kinesics, the intriguing communication changes needed by individuals who change from one gender to another, and how gender affects communication patterns in different ways in cultures around the world.

*Gender and Communication* is thoughtful, compelling, powerful, and frequently outrageous. The many topics covered are significant, controversial, and of crucial importance to anyone interested in communication, social interactions, or gender differences. The video is unique in its scope, and it illustrates many gendered forms of both verbal and nonverbal behavior. As just one example, students will never forget the video's radical exploration of the imagery produced by the fashion and advertising industries.

*Gender and Communication* carves new territory in its examination of the impact of gender on key areas of speech, language, social interactions, and nonverbal behavior. This landmark work will become a "must see" for students in a wide array of disciplines. It was produced by Prof. Dane Archer, of UC Santa Cruz, and is filled with the same characteristic zest, vibrancy, and instructional savvy that have brought widespread acclaim to all of his best-selling videos on nonverbal behavior, cultural differences, and communication.

**"Students will love this video, and once you discover it, you won't want to teach your classes without it. This delightful work breaks new ground and covers some 20 extremely important topics. I was particularly impressed by the focus on both spoken language (e.g., interruptions, interaction work, tag questions, etc.) and nonverbal behaviors (e.g., smiling, touching, spatial proximity, kinesics, and vocal paralinguistics). These two domains of human communication occur in context, and this new video explores both. The field has needed a compelling introduction to the impact of gender on both language and nonverbal behavior. I predict that Gender and Communication will become a classic teaching tool in numerous disciplines, including psychology, social psychology, sociology, communication, women's studies, linguistics, and anthropology."** — Elizabeth J. Aries, Prof. of Psychology, Amherst College, author of *Men and Women in Interaction*

42 min. Color 2001 #0010

Sale: VHS or DVD \$295, Rental: VHS \$95

## What Reviewers Are Saying:

**"This video breaks new ground, both substantively and stylistically. Substantively, it synthesizes discussion of both verbal and nonverbal behavior, grounding this discussion in the complex and compelling ways in which cultural patterns and expectations shape those behaviors. Stylistically, the video is a delight. In using real students, people who look and are as varied as the likely viewers, the messages of the video become much more compelling. There is a delightful humor; the role reversals of the kinesics examples and the hyper-masculine and hyper-feminine voices are wonderful. This will be an excellent tool for any classroom discussion of gender and communication."** — Judith A. Howard, Prof. of Sociology and Chair, Dept. of Women's Studies, Univ. of Washington

**"Provides a wealth of vivid, sometimes humorous, examples and testimony regarding intriguing differences associated with the way males and females speak and behave. This video is guaranteed to stimulate energetic class discussions, even controversy, because it focuses on meanings and values associated with our identity. Interesting and illuminating information from other cultures is also included. One of the most memorable and captivating scenes involves two trans-gendered individuals talking about behaviors they want or don't want to manifest."** — Mark L. Knapp, Jones Centennial Prof. in Communication, Univ. of Texas, Austin

**"This is a wonderful tool for teaching and for promoting classroom discussions about how gender inequality is reproduced in daily life. Students are delighted by this highly entertaining film. It covers many forms of verbal and nonverbal communication in ways that students can understand and also recognize from their own experience. It makes students think about how poses, vocabulary, gestures, and talk are structured by gender inequality and linked to gender and power."** — Scott Coltrane, Prof. of Sociology, Univ. of California, Riverside, author of *Family Man: Fatherhood, Housework, and Gender Equity*

**"I'm hoping that Roger Ebert doesn't have a copyright on 'two-thumbs up.' In my view, this video demonstrates far better than any lecture or readings the concepts that students need in order to understand gender differences in both language and nonverbal behavior. My class loved the film. Students roared with laughter at Archer's irreverence for advertising's positioning of women. In another section, students were amazed at the fundamental verbal and nonverbal work it takes to change genders. In other words, this video makes students laugh and think!"** — Cynthia Siemsen, Prof. of Sociology, California State Univ., Chico

**"Another video bearing the hallmarks of Dane Archer: Engaging, clever, funny, accurate, insightful, informative, and charmingly unpretentious. Most remarkable about the production is its interdisciplinary and multidisciplinary nature.**

**Wherever this video is shown, it will open eyes, ears, and minds."** — Robert Rosenthal, Distinguished Prof., Univ. of California, Riverside, and Edgar Pierce Prof. of Psychology, Emeritus, Harvard Univ.



*A World of Differences: Understanding Cross-Cultural Communication*

## **A World of Differences: Understanding Cross-Cultural Communication**

**W**HEN WE ENCOUNTER PEOPLE from other societies or cultures, we may fail to understand them for many reasons, including differences in language, values, gestures, emotional expression, norms, rituals, rules, expectations, family background, and life experiences. This extraordinary new video shows that cross-cultural communication can be successful if we manage to understand the powerful differences that separate people who come from differing cultures.

*A World of Differences* examines 14 key facets of cross-cultural miscommunication. In each case, the power and subtlety of cultural differences are explored and illustrated. As the video demonstrates, culture can be like a veil that prevents us from understanding those from other societies, and also prevents them from understanding us. While some aspects of "culture shock" are predictable, such as language differences, many key differences are less obvious, and perhaps therefore even more "culture shocking." Examples include dramatic differences in personal space, patterns of touching, etiquette and ritual, the expression of emotions, ideas about edible and delicious food, gestures, courtship patterns, and parent-child relationships.

*A World of Differences* was produced by Prof. Dane Archer, of UC Santa Cruz. Like his other widely acclaimed videos, this one is both richly instructional and keenly enjoyable and features an exemplary in-depth Instructor's Guide. This is essential viewing for a variety of courses in psychology, sociology, anthropology, ethnic and multicultural studies, and communication. Viewers will be rewarded with a greatly enhanced awareness of the importance and nature of cultural differences. Closed-captioned.

30 min. Color 1997 #0007

Sale: VHS or DVD \$295, Rental: VHS \$95

## **What Reviewers Are Saying:**

*"In my opinion, showing A World of Differences to students is likely to make a world of difference in them. This video will surely affect those student perceptions and attitudes which make or break encounters between people with different cultural experiences. It speaks directly and forcefully to students by using the words and experiences of their fellow students from around the world—with an impact no instructor's lecture could duplicate. I'd feel a lot better about the future of our planet if I knew every student in school today had seen this video and discussed the issues it raises."*—Mark L. Knapp, Jones Centennial Prof. in Communication, Univ. of Texas

*"An indispensable tool for the instructor who wishes to explain the difficulties inherent in cross-cultural communication. The video is fascinating and is sure to arouse and hold students' interest. The accompanying Instructor's Guide offers a variety of innovative techniques for using this tool in the classroom. Along with previous videos by Prof. Dane Archer, A World of Differences is bound to change the way nonverbal communication is taught and understood."*—Miron Zuckerman, Prof. of Psychology, Univ. of Rochester

*"A wonderful introduction to the myriad problems of intercultural communication. The many examples of real difficulties experienced by people have charm and relevance. The net effect is a funny, sensitive, and ultimately loving embrace of the varieties of human cultural experience. Archer's technique of having real people talk about what has happened to them works superbly; what might be just words on a page comes to life through the empathy the viewer feels for each speaker. This film superbly teaches an ever more important lesson."*—Judith Hall, Prof. of Psychology, Northeastern Univ.

## **A World of Gestures**



*Western Psychological Assn. honoree  
American Anthropological Assn. honoree*

This often humorous and always entertaining video explores gestures from cultures around the world. While American gestures for such messages as "OK," "Shame on you," and "Crazy" are well-known, gestures from other societies provide fascinating cross-cultural examples of nonverbal communication.

*A World of Gestures* shows people from dozens of countries performing gestures that are by turns powerful, provocative, poignant, subtle—and sometimes outrageous. Many types of gestures are illustrated, including those for beauty, sexual behavior, suicide, aggression, and love.

The video also examines the meaning and function of gestures and studies their origins and emotional significance. Many issues are explored: Why do some cultures have many obscene gestures and others none? How are new gestures created in a society? How do children acquire "fluency" in gestures?

*A World of Gestures* is essential viewing for a variety of courses in psychology, sociology, communication, speech, and anthropology. Viewers are guaranteed a greatly enhanced appreciation of cultural diversity and richness—and of the power of nonverbal communication.



*A World of Gestures*

An accompanying in-depth Instructor's Guide provides suggested uses of the video, classroom demonstrations to show the power of gestures, and background reference material on gestures and nonverbal communication. The video was produced by Prof. Dane Archer, UC Santa Cruz.

*"An outstanding teaching tool. Nothing like it exists and, having seen it, I can't imagine teaching my classes without it."*—Robin M. Akert, Prof. of Psychology, Wellesley College

*"This video helps students gain a cross-cultural perspective on nonverbal behavior in a wonderfully informal, informative, and entertaining way. I highly recommend it!"*—Robert Rosenthal, Edgar Pierce Prof. of Psychology, Harvard University

28 min. Color 1991 #0003

Sale: VHS or DVD \$295, Rental: VHS \$95



*Personal Space: Exploring Human Proxemics*

## Personal Space: Exploring Human Proxemics



Western Psychological Assn. Award of Merit  
American Psychological Assn. honoree  
American Psychiatric Assn. honoree

**S**PACE IS A SILENT LANGUAGE, and we all “speak” it, whether consciously or not. This fascinating and frequently funny video portrays the effects of space on everyday human behavior in an engaging and dramatic manner. Students from a variety of cultural backgrounds vividly demonstrate how our culture defines our use of space, territory, and touching. The video does a masterful job of blending student testimony and often amusing field experiments to illuminate the use of space, territory, and touching in virtually every facet of life — where we live, work, play, eat, and even go to the bathroom.

Topics covered in the video include people’s reactions to invasions of their personal space, powerful cultural differences and strong habitual patterns in how individuals use space, family spatial arrangements, how spatial factors affect our perceptions of relationships, hierarchical space in organizations, rank and spatial “deference,” the spatial bases of successful architecture, and intriguing spatial behavior in places as diverse as university classrooms and public restrooms.

This video was produced by Prof. Dane Archer, of UC Santa Cruz. Like all of Prof. Archer’s videos, it is both delightful and instructional and includes an exemplary Instructor’s Guide. Closed-captioned.

28 min. Color 1999 #0008

Sale: VHS or DVD \$295, Rental: VHS \$95



Prof. Dane Archer in *Personal Space*

## What Reviewers Are Saying about Personal Space

*“Another clear-as-a-bell and memorable set of video demonstrations from Dane Archer’s Nonverbal Workshop. Students will easily understand and relate to these examples of the unspoken rules and the cultural influences that define personal space.*

***We should all thank Prof. Archer for his continuing contributions to the teaching of social psychology.*** —David Myers, Prof. of Psychology, Hope College, and author of *Social Psychology*

*“Witty, engaging, instructive, and thought-provoking! Students will readily recognize the examples presented in the video — classroom seating habits, family spatial arrangements, and even bathroom stall preferences, to name a few — and can’t help but be intrigued by the norms and meanings these involve. This video will spark student interest and discussion when considering topics such as social interaction, nonverbal communication, cultural differences, social influence, and spatial design. This is a well-produced, delightful, and stimulating video, and I recommend it highly.”* —Neil Lutsky, Prof. of Psychology, Carleton College

*“Instructors teaching courses on nonverbal behavior will want their students to see this latest addition to Prof. Dane Archer’s video series on nonverbal communication. **The video is interesting, funny, intriguing, and without one dull moment.** I particularly liked the way the camera follows people’s natural reactions to the invasion of their space and the way these people explain their reactions in a subsequent interview. An experiment on spatial behavior in public bathrooms, particularly the choice of urinals, was amusing and instructive at the same time.”* —Miron Zuckerman, Prof. of Psychology, Univ. of Rochester

***“Add this new work to your video library! It is a must for any course that explores the intricacies of human behavior and/or the nature of culture. As always, Prof. Archer did a great job on this video. It is educational, entertaining, and stamped with his delightful sense of humor.”*** —Mark L. Knapp, Jones Centennial Prof. in Communication and Distinguished Teaching Prof., Univ. of Texas

## The Human Voice: Exploring Vocal Paralanguage



Western Psychological Assn. Award of Merit  
American Anthropological Assn. honoree

The voice is an extraordinary human instrument. Every time we speak, our voice reveals our gender, age, geographic background, level of education, native birth, emotional state, and our relationship with the person spoken to. All these clues (and many more) are contained in even small fragments of speech, and other people can “read” our voices with remarkable accuracy. When we speak, we “encode” important information about ourselves; when we listen to others, we “decode” important information about them. This remarkable video explores the power and importance of “vocal paralanguage.” Spoken language contains two distinct types of communication. Text (the words themselves) is whatever can be typed on a page. Vocal paralanguage is everything else — the thousands of ways in which any given words can be said.

*The Human Voice* examines twelve different types of “clues” that are contained in vocal paralanguage. These include clues to our biography and background, our identity and uniqueness, our use of standard or nonstandard speech, our regional and national accents, our emotions and true feelings, our voices when we speak to children, our ability to perform and recognize sarcasm, our efforts to tell if others are telling the truth, and our response to dialects and other variations in vocal paralanguage.



*The Human Voice: Exploring Vocal Paralanguage*

*The Human Voice* comes with an in-depth Instructor’s Guide that provides suggested uses of the video, classroom demonstrations designed to show the power of the voice and our ability to read vocal paralanguage, and reference materials on the voice and nonverbal communication. The video was produced by Prof. Dane Archer, of UC Santa Cruz. Closed-captioned.

*“I’m simply delighted. This is an exciting and comprehensive video, and its style is highly interactive and very engaging. Like Prof. Archer’s *A World of Gestures*, this video is highly entertaining, involving, and witty: an excellent tool for promoting class discussion. **Students will love this video! Dane Archer has created another hit and instant classic — this is the ‘Gold Standard’ for videos on nonverbal communication.**”* —Robin M. Akert, Prof. of Psychology, Wellesley College

30 min. Color 1993 #0004

Sale: VHS or DVD \$295, Rental: VHS \$95



*The Human Body: Appearance, Shape and Self-Image*

## The Human Body: Appearance, Shape and Self-Image



Western Psychological Assn. Award of Merit  
American Psychological Assn. honoree

**T**HIS OFTEN POIGNANT and always compelling video examines with sensitivity and cross-cultural insight the variety, meaning, and importance of the bodies we inhabit. It explores 12 different facets of the human body, each of which impacts our preferences, our ideals, our attitudes, and — perhaps most important — our self-images.

Some of the subjects examined in the video are bulimia, anorexia, tattooing, branding, plastic surgery, scarification, body prejudices and “weightism,” the impact of “super-models” and beauty pageants, the effects of aging, and cultural differences in ideas about personal beauty. In each case, the power, subtlety, and significance of the body is explored. Using the vivid evidence of their own lives, the people who appear in the video demonstrate how each of us is dramatically affected by the strong attitudes, preferences, and feelings we have about our own bodies.

*The Human Body* may be the most moving and deeply emotional of all the videos on nonverbal behavior produced by Prof. Dane Archer, of Univ. of California Santa Cruz. It is also imbued with the same zest and humor that have made all his other works so popular.

An in-depth Instructor’s Guide provides suggested uses of the video, classroom activities that demonstrate the social, psychological, and cultural significance of the human body, and background and reference materials on the body and nonverbal behavior in general.

37 min. Color 1998 Catalog #0006  
Sale: VHS or DVD \$295, Rental: VHS \$95

## What Reviewers Are Saying about The Human Body

*“Students cannot watch this video without wanting to discuss and debate the issues it raises. It is that good, that compelling. And the more matters such as weight discrimination, eating disorders, and other excesses in the name of youth and beauty are discussed, the greater the chances we will deal more sensibly with them in the future.”* — Mark Knapp, Jones Centennial Professor in Communication, Univ. of Texas

*“An excellent teaching tool. The video offers fascinating visual images and first-person accounts on a range of provocative topics, including ‘weightism,’ eating disorders, cosmetic surgery, and body decoration. It should go a long way in helping students think about the links between these important topics. I found the speakers very powerful. I loved hearing the men from the Ivory Coast and Kenya offer alternative, positive views of large women — with large women being seen as beautiful and thinness being seen as an undesirable sign of poverty and starvation.”* — Prof. Diana Dull, Dept. of Sociology and Women’s Studies, Sonoma State Univ.

*“A fantastic teaching tool! It captures students’ attention and makes them look at the world in new ways. My students loved the way that the film uses real people, highlights cross-cultural differences in beauty ideals, and reveals the human costs of trying to live up to ‘barbie doll’ standards. The segments on branding, scarring, piercing, and tattooing are especially effective in helping students see how the body is a vehicle for expressing both individual identity and social conformity. The film does a masterful job of illustrating how unrealistic beauty ideals at the societal level are linked to eating disorders at the individual level and how people struggle to overcome them. Perhaps most important, the film gives students a first-hand look at how beauty standards differ across cultures.”* — Scott Coltrane, Prof. of Sociology, Univ. of California, Riverside

## The Human Face: Emotions, Identities and Masks



Western Psychological Assn. Award of Merit  
American Psychological Assn. honoree

The face is one of our most important and expressive means of communication. It has been called “the organ of emotion,” and indeed it provides vital clues to our own feelings and to those of others. The face is also a crucial source of identity, and perhaps the most powerful “channel” of nonverbal communication.

This outstanding video explores the expressive power of the human face. It examines a wide variety of facial properties and demonstrates the importance of each. Twelve different facial properties are explored and a strong cross-cultural perspective is maintained. Topics covered include facial expressions and nuances; true emotions and “masks”; culture and the face; facial identity; the importance of the face in law enforcement; how we “read” people’s faces; the face as it ages; eye contact in human interactions; hair styles; beauty, both natural and “manufactured”; facial piercing; and myths and prejudices about facial attributes.

*The Human Face* was produced by Prof. Dane Archer, of Univ. of California, Santa Cruz, with the same insight and humor that have made this entire series among the most widely used educational videos in recent years. An in-depth Instructor’s Guide is included.



*The Human Face: Emotions, Identities and Masks*

*“Students will love this video! They’ll laugh and be entertained; they’ll argue and be intellectually stimulated. It bears the stamp of Dane Archer, a master scholar and communicator. The video is original, instructive, funny, inclusive, unobtrusively scholarly, and characteristically cross-cultural. It will be widely used in courses in psychology, sociology, communication, anthropology, education, theater, and criminal justice. Its wise classroom use is greatly facilitated by the valuable Instructor’s Guide.”* — Robert Rosenthal, Edgar Pierce Prof. of Psychology, Harvard Univ.

31 min. Color 1995 #0005  
Sale: VHS or DVD \$295, Rental: VHS \$95

Prof. Dane Archer teaches at the University of California, Santa Cruz. Prof. Archer has his own web site, which is a must for anyone interested in nonverbal behavior and communication. Go online at: <http://nonverbal.ucsc.edu>.



*A World of Food: Tastes and Taboos in Different Cultures*

## **A World of Food: Tastes and Taboos in Different Cultures**

**W**HAT'S DELICIOUS? What's disgusting? What's even edible in the first place? These questions may seem simple, but they tap into powerful cultural, religious, and individual differences. This delectably engaging video explores the extraordinary variety of food likes, food dislikes, food taboos, and food rules around the world. It features frequently humorous and always compelling testimony from people representing a wide array of cultures. In discussing their own experiences, conflicts, and confrontations over food, they bring real substance and drama to the otherwise abstract notion of "cultural differences."

From vegans to cannibals, human beings consume an infinite variety of foods. They also form fiercely emotional views about people who follow food practices unlike their own. Many Americans, for example, are horrified by the consumption of dog meat in certain Asian countries. But staples of the American diet may be equally horrifying to others. For instance, the simple American hamburger can deeply offend Hindus and others who regard cows as sacred creatures. When they visit an American supermarket, many Hindus try to avoid the meat counter, where the "dead animals" are kept.

Among the many issues and questions covered in the video are: What are the prohibitions against certain foods in the major religions of the world? What are the reasons for these food rules, and what happens when the rules are violated? What is the "hierarchy of eligible foods?" Why are dogs near-sacred pets in some cultures, and just another food item in others?

What is the "part/whole" problem, and how does it influence whether a food strikes us as delicious or disgusting? What common American foods are regarded as inedible or disgusting in other cultures? In turn, what foods and food behaviors do Americans find disturbing in other cultures? What are the important but unwritten food etiquette rules in other countries, and what happens if an unwary visitor violates them?

*A World of Food* is the perfect "antidote" to ethnocentrism, the all-too-common assumption that one's own culture is superior to others. Students cannot see the video without learning the critical lesson that all cultures (including American culture) consume foods that people in other cultures see as highly debatable, inherently disgusting, or simply too bizarre to eat at all. All who view this funny, fascinating, and illuminating video will emerge with an enhanced understanding of food practices in other cultures and — no less important — a deeper awareness of the need for cross-cultural understanding in an increasingly interconnected world.

*A World of Food* was produced by Prof. Dane Archer, of UC Santa Cruz, and is filled with the same characteristic zest, vibrancy, and instructional savvy that have brought widespread acclaim to all of his best-selling videos on nonverbal behavior and communication. This film is closed-captioned.

*"We could all use an extra helping of this outstanding video, which is full of nourishment for both the brain and the heart. In it, food practices and preferences around the world are used to stimulate thinking about tolerance, understanding, and culture. Viewers may be surprised at the many ways food can reflect values which cut to the heart of our individual, cultural, and religious identities. This discussion of food, told engagingly by students from different countries, is a unique and provocative way of encouraging viewers to think about issues of ethnocentrism and effective communication across cultures."* — Mark L. Knapp, Jones Centennial Prof. in Communication and Distinguished Teaching Prof., Univ. of Texas

34 min. Color 2000 #0009

Sale: VHS or DVD \$295, Rental: VHS \$95

## **The Interpersonal Perception Task**



*Western Psychological Assn. honoree  
Intl. Visual Sociology Assn. honoree*

Unlike most videos, this study of non-verbal communication and social perception allows viewers to participate. It shows 30 brief scenes of common social interactions. Each is followed by a multiple-choice question, giving the viewer the chance to "decode" something important about the interaction. Only one answer is correct in each instance. There are five essential themes: intimacy, competition, deception, kinship, and status. The video comes with a blank answer sheet to be duplicated for classroom use, a "key" with correct answers, and an updated, extensive facilitator's guide with references concerning nonverbal communication research. By Dane Archer, UC Santa Cruz, and Mark Costanzo, Claremont McKenna College.

*"This unique, high-quality video can be used productively in both research and teaching. I've found that its testing format challenges my students and they are eager to discuss and analyze the various verbal and nonverbal signals. A valuable resource for anyone whose work focuses on the subtleties of social perceptions."* — Mark L. Knapp, Prof. of Speech Communication, Univ. of Texas

40 min. Color 1987 #0001

Sale: VHS or DVD \$295, Rental: VHS \$95

## **The IPT-15**



*American Psychological Assn. honoree  
Intl. Visual Sociology Assn. honoree*

This is a shorter version of our best-selling video on nonverbal behavior and social perception, *The Interpersonal Perception Task* (see above). It shows 15 (rather than 30) selected scenes from the longer video. As always, each is followed by a multiple-choice question, giving the viewer the chance to "decode" something important about the interaction. This shorter version was designed largely for researchers, as its brevity enables it to be easily included in research projects using multiple measures or a battery of tests. For instructors, it also allows a quicker demonstration of essential principles. The video comes with a blank answer sheet to be duplicated for classroom use, a "key" with the correct answers, and a revised facilitator's guide. By Dane Archer, UC Santa Cruz, and Mark Costanzo, Claremont McKenna College.

20 min. Color 1993 #0002

Sale: VHS or DVD \$195, Rental: VHS \$95

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*Gender and Relationships: Male-Female Differences in Love and Marriage*

## Gender and Relationships: Male-Female Differences in Love and Marriage

ONE OF THE most important journeys in human life is the quest for a satisfying, enduring love relationship. This search is nearly universal, and a lasting love is the goal of most people in most societies. This search has an unparalleled power and immerses us in many of the strongest emotions we will experience in our entire lives. This often humorous, often poignant, and always profound video explores the differences in the ways that men and women experience the love relationship. The video features men and women from a variety of cultural and social backgrounds who provide eloquent — and sometimes rueful — testimony on how gender differences affect love, courtship, “couplehood,” marriage, emotions, understanding, and sensitivity. In powerful and revealing interviews they discuss what women believe is the most important thing a man needs to know about women, and what men believe is the most important thing a woman needs to know about men.

*Gender and Relationships* begins in infancy, with the ways society constructs boys and girls with gendered ideas about who we are, what is important about us, and what we need. It goes on to illustrate how the differential treatment of boys and girls ensures that they will bring to a love relationship different gifts, needs, and goals. The video also explores how women and men detect “attraction signals.” These are subtle, fleeting, critical nonverbal cues that can lead to a relationship — but only if they are detected and accurately interpreted. Verbal communication is also examined, especially the presumed goals of conversation. The video demonstrates how gender differences can lead one partner to regard a conversation as enjoyable, while the other person sees the very same exchange as confusing, enigmatic, or even irritating.

In powerful sequences, children give their views on love and relationships and adults describe lost loves and their devastating impact on their lives. The video also introduces non-traditional couples, considers evolving meanings of “marriage,” “family,” and “parent,” and reveals the anguish caused by the denial to non-traditional couples of the rights and privileges routinely given to traditional couples.

There is a consistency, power, and persuasiveness in these revelations, and all viewers of *Gender and Relationships* will emerge with an enhanced understanding of what women and men bring to a love relationship, and — just as important — what they need to get from it. This work is destined to become an indispensable classic and a “must-see” for students in many disciplines, including social psychology, sociology, nonverbal behavior, women’s and gender studies, communication, and anthropology. It was produced by Prof. Dane Archer, of UC Santa Cruz, and is imbued with the same flair, instructional effectiveness, and vitality that have made all of his best-selling videos on nonverbal behavior and cultural differences favorites of students and faculty alike.

42 min. Color 2002 #0011

Sale: VHS or DVD \$295, Rental: VHS \$95

## What Reviewers Are Saying:

*“Students will love this video because it hits them where they live. Teachers will love it because it raises provocative issues in a way that will make students think. It is filled with humor, pathos, and challenging issues and it virtually guarantees lively and stimulating classroom discussions.”* — Mark L. Knapp, Jones Centennial Prof. in Communication, Univ. of Texas, Austin

*“This video raises issues that are at the forefront of our students’ lives, and it will be a powerful pedagogical tool in the classroom.”* — Robin Akert, Prof. of Psychology, Wellesley College, author of *Social Psychology: The Heart and the Mind*

*“Falling in love, staying in love or, unfortunately for some, falling out of love. This is the raw material for Gender and Relationships, and the film will capture all who see it. This is a first-class blend of social science and video. It shows that even the way we nuzzle our babies is gendered and sets our children down the path of differential expectations of the love relationship. Students will be moved by this film and they will still be grappling with its portrayals long after it is over.”* — Cynthia Siemsen, Prof. of Sociology, California State Univ. at Chico

*“Prof. Archer’s method of showing real people uttering their real thoughts works superbly in this film. No experts talking about gender and relationships could be a fraction as powerful as hearing people reflect on their own perceptions and relationships. Every segment offers food for discussion and debate. No one in the audience can come away feeling untouched by one — and probably many — of the themes discussed in this film.”* — Judith Hall, Prof. of Psychology, Northeastern Univ., author of *Nonverbal Sex Differences*

*“Students will appreciate this film’s authentic look and feel: these are real people talking about life and love in ways that will generate useful discussions about underlying sociological principles. The video provides an illuminating window on relationships that allows students to integrate their own experiences with an understanding of the social forces that produce gender inequality on the most intimate levels. Because the video presents such raw honesty from both men and women, the discussions it will stimulate are likely to further students’ education more than any standard lecture.”* — Scott Coltrane, Prof. of Sociology, Univ. of California, Riverside, author of *Gender and Families*

*“Students will find this video real, honest, down-to-earth, and above all, provocative. Rather than focusing on abstract discussions, it foregrounds average folks who speak candidly about what works and what doesn’t in their relational lives. Students will see themselves in this film. Its strength lies in the voices of the subjects who speak for themselves ‘from the gut.’ I would use this film to initiate spirited class discussion about the differing ways men and women approach all phases of relationships, the realities of straight privilege, and the persistence of gender norms over time.”* — Chris Bobel, Prof. of Women’s Studies, Univ. of Massachusetts, Boston



*Sexism in Language: Thief of Honor, Shaper of Lies*

**D**ESIGNED FOR USE in a broad range of educational disciplines, this lively and provocative video analyzes the gender bias that permeates everyday language. Quick-paced, wide-ranging, and frequently humorous, the video explores sexism in both the syntax and semantics of language and shows how it is often unintentional or even unrecognized.

*Sexism in Language* explores four key areas: "female" words that are dependent on a "male" version; words that are more positive for men than for women; words for women that carry negative sexual connotations; and "neutral" words that become inferior when applied to women. *Sexism in Language* is a powerful resource for any instructor concerned with demonstrating, understanding, and eliminating the harmful effects of sexist language. It was produced by and features Prof. Lynn Lovdal.

**"This video is sure to spark productive classroom discussion and encourage self-reflection by students and teachers. It cogently highlights the historical and ideological components of sexist language. Classroom use of the video will effectively illustrate the non-neutrality of language and the connection between language and social power, and it will help students become aware of their own language choices. Sexism in Language will increase classroom awareness of gender, language, and social power in much the same way that the video Killing Us Softly did for gender and advertising. I highly recommend it for a wide variety of classes in speech, interpersonal communication, and communication."**—Matthew P. McAllister, Prof. of Communication Studies, Virginia Polytechnic Institute

**"From the apparent to the covert, this analysis of the subtleties of discourse illustrates how language frames gender experiences. It will be a useful teaching tool in a wide variety of courses."**—Suzanne E. Condray, Prof. of Communication, Denison Univ.

**"After viewing this engaging and provocative video, no one will be able to hide safely behind sexist linguistic traditions. This video explodes the myth that language is a neutral resource and it vividly demonstrates the gendered context of our relational identities. Clear examples bring challenging concepts to life in the classroom. This video will wake students up to both the power and the limits of our language."**—John W. Lannamann, Prof. of Communication, Univ. of New Hampshire

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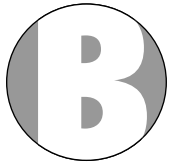
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