

# BASIC FACTS IN MASCULINITY & FEMINISM

## PRESENTATION

BY

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## **Introduction to Masculinity & Femininity**

**The traditional life that  
Achebe presents to us in the  
novels shows that a majority  
of their lives revolve around  
gender roles.**

**These roles are the basis of their  
culture and their role in society  
Their future is determined by  
their actions (Masc. Or Fem.)**

# HOFSTEDE'S DEFINITIONS



A society is called feminine when emotional gender roles overlap: both men and women are supposed to be modes, tender, and concerned with quality of life.



A society it called masculine when emotional gender roles are clearly distinct: men are supposed to be assertive, tough, and focused on material success, whereas women are supposed to be more modest, tender, and concerned with quality of life.



# Difference with communication

## Female

Women like to have more intimacy in a conversation and enjoy feeling connected to the person they are speaking to

Women don't try to be the superior one in a conversation

Women communicate to build relationships

## Male

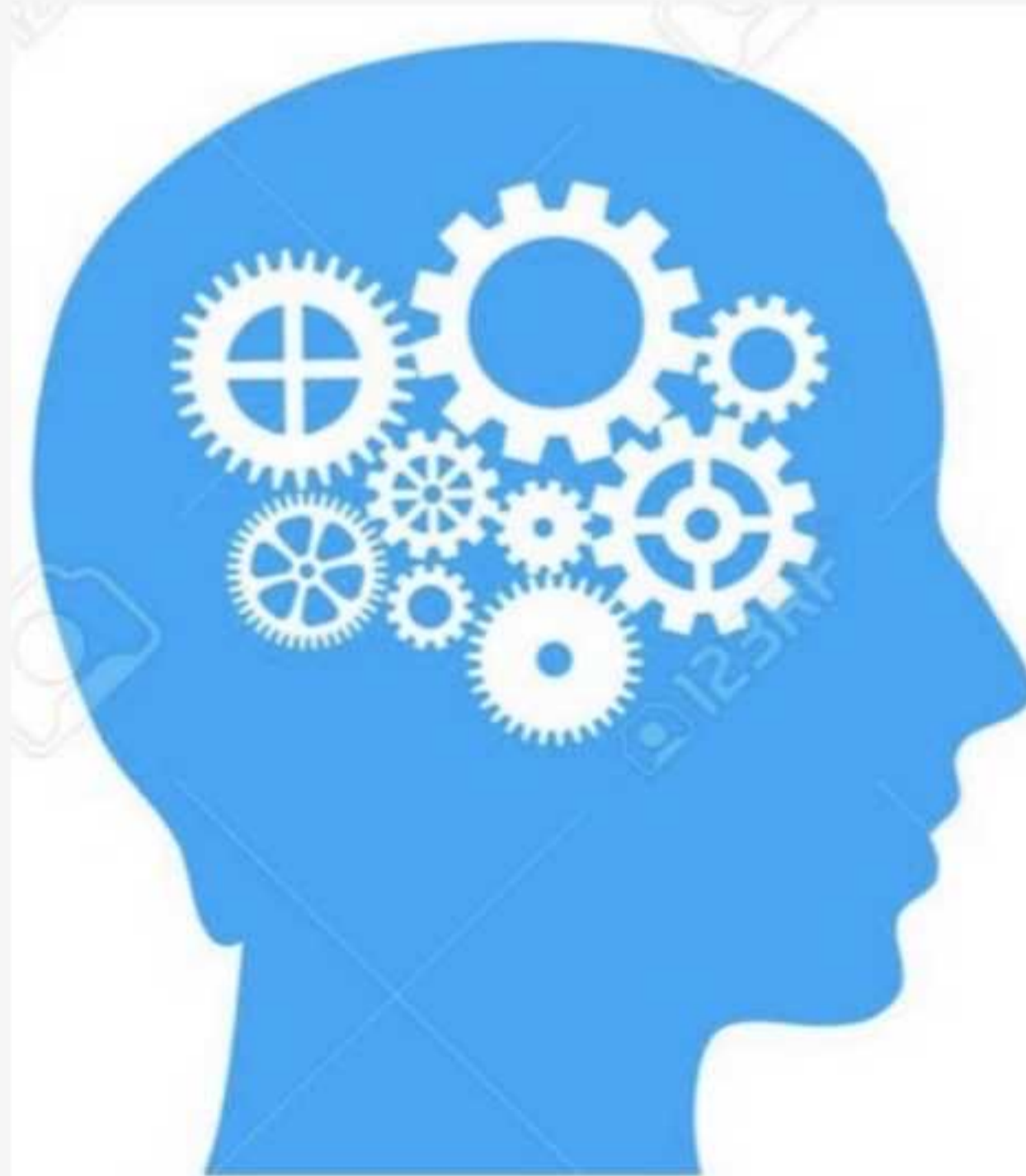
Men like to give information in a conversation while remaining independent of the other person

Men are comfortable telling others what to do and enjoy appearing "superior"

Men communicate to share information, solve problems and solve expertise

## The Male Brain

statistics show that the Male brain weights 11-12% more than the female brain. men's heads are also 2% larger than women's. in the past, society has used this research to try and prove that men are smarter than women. but, it has been proved that men only have larger brains because they have a larger muscle mass and a larger body that requires more neurons in the brain to control.



## The female brain

women have a larger corpus callosum which allows women to transfer data through the left and right hemispheres faster than men. men seem to be more left brained while women have greater access to both hemispheres. women also have larger frontal and temporal lobes related to language which explains women's superiority in language-associated thoughts.





# Gender roles and its effect on today's society

Gender roles determine how males and females should think, speak, dress and interact within the context of the society.

They are adopted during childhood and normally continue into adulthood. At home, people have certain presumptions about decision making, child-rearing practices, financial responsibilities, and so forth. At work, the presumptions are about power, labour, position and organizational structures.

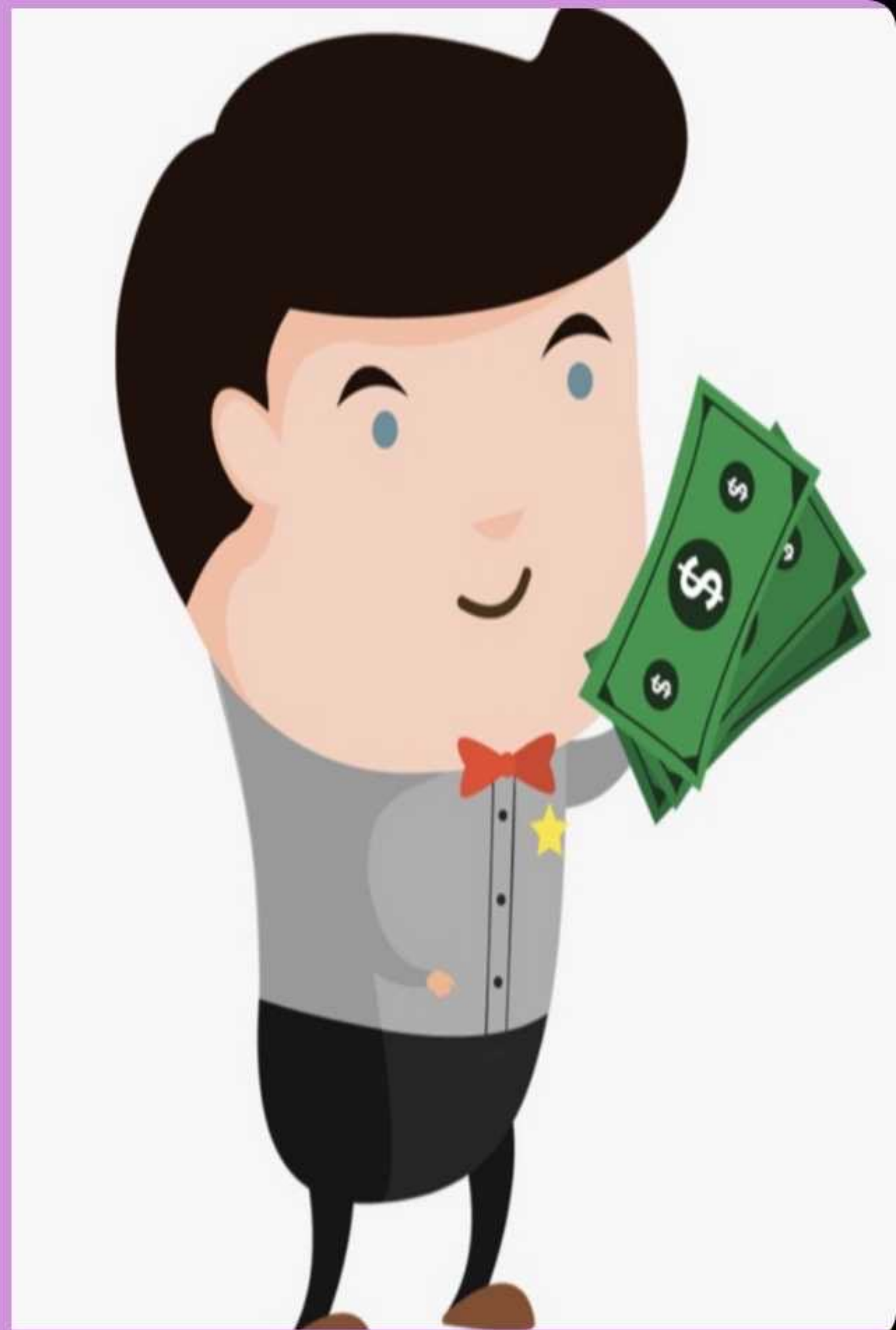


Gender roles influence men and women in almost every aspect of life. The differences between the sexes both real and imagined, are used as a means to justify their existence. Gender inequality arises, from these perceived differences. This has not helped our society, where we raise boys to be providers, stoic, uncompromising and demanding. Whereas we raise girls to be submissive, passive and to cater to a man's needs.



This has led to expectations where the man always pays the bills, purely because he is male.

This is why we tend to have more male robbers and kidnappers, because of the pressure society places on men to provide. It is the reason why single women are constantly under pressure to find a husband, to provide for her and validate her existence as a woman.



# Masculinity/Femininity at work

- \* centrality of work
- \* ways of managing & decision making
- \* Fem: quality, solidarity, quality of work life.
- \* Mas: equity, compete, performance
- \* conflict resolution



# Femininity and masculinity in shopping

men generally shop alone.

men seldom compare prices.

men don't care if the item is on sale.

men really do not care about the colour.

men sometimes compare quality, but usually only when it involves tools.

men generally don't take men friends with them shopping.



women look on shopping as a social event and love to bring their girl friends along.

they enjoy taking several outfits into the dressing room to try on.

all outfits may be the same style, cut and size but they are different colors

women love to try everyone on and have their friends critique them in each one.

women tend to compare their choices in great detail. price, quality, feel

many times women will spend all day looking at several items in different stores and still not buy anything.



# Action based Masculinity

action based masculinity is relatively easy to understand and identify.

examples of action based masculinity are the following:

being strong and being able to move heavy objects, such as weights at the gym, large boxes, and even women (this is typically referred to as princess/ style carrying)

holding doors, pulling out chairs, taking bags

Engaging in fights with another man when masculinity is challenged, or any other insult.



# Masculine & Feminine cultures

Geert Hofstede, a social psychologist, was one of the first people to define cultures by gendered traits. His theory says that cultures can be categorized by gender based on how they stress the balance between individual achievement and social nurturing. Moreover, Hofstede says that people within societies often take on gender roles that are prescribed by whether a society is masculine or feminine.





According to Hofstede, a masculine culture or masculine society is one that stresses different expectations for men and women. In a masculine culture, men are expected to be assertive, competitive, and focused on material success. Women are expected to be nurturing and focused on people and quality of life. In contrast, Hofstede says a feminine culture or feminine society is one where gender roles are more fluid. Both men and women are expected to be nurturing and focused on people and quality of life



**It's important to note that Hofstede's descriptions of these cultural types are based on gender stereotypes.**

**That doesn't mean that every woman is nurturing and thinking about how to live a fulfilling life or that every man is out to make the most money possible.**

**It just means that those are the stereotypes. Even within so-called masculine cultures, which stress the stereotypical gender roles, there are women who are more focused on competition and achievement and men who are focused on nurturing people. Of course, there are also people of both sexes that are focused on both achievement and also enjoying time with the people around them.**

**Let's go back to Lars and Jane. Jane is focused on individual achievement and material success. She comes from the United States, which is a culture known for being very masculine on Hofstede's scale. She's a great example of how, even in a society that pressures women to be nurturing and family-focused, some women are competitive and achievement-focused. In contrast, Lars comes from Finland, where all people are expected to be nurturing and focused on building a social life filled with people and activities they love. Finland is a feminine culture on Hofstede's scale.**

# Gender emotion stereotypes

## "Feminine" Emotions

. Guilt 

.shame 

.embarr  
assment



.Empaty 

.jealousy 

.happiness 

.love 

.surprise 

.sadness 

## "Masculine" Emotions

.Anger 

.Pride 

.indepe  
ndence



# stereotypical Gender Assumptions

## "Masculine " Assumptions

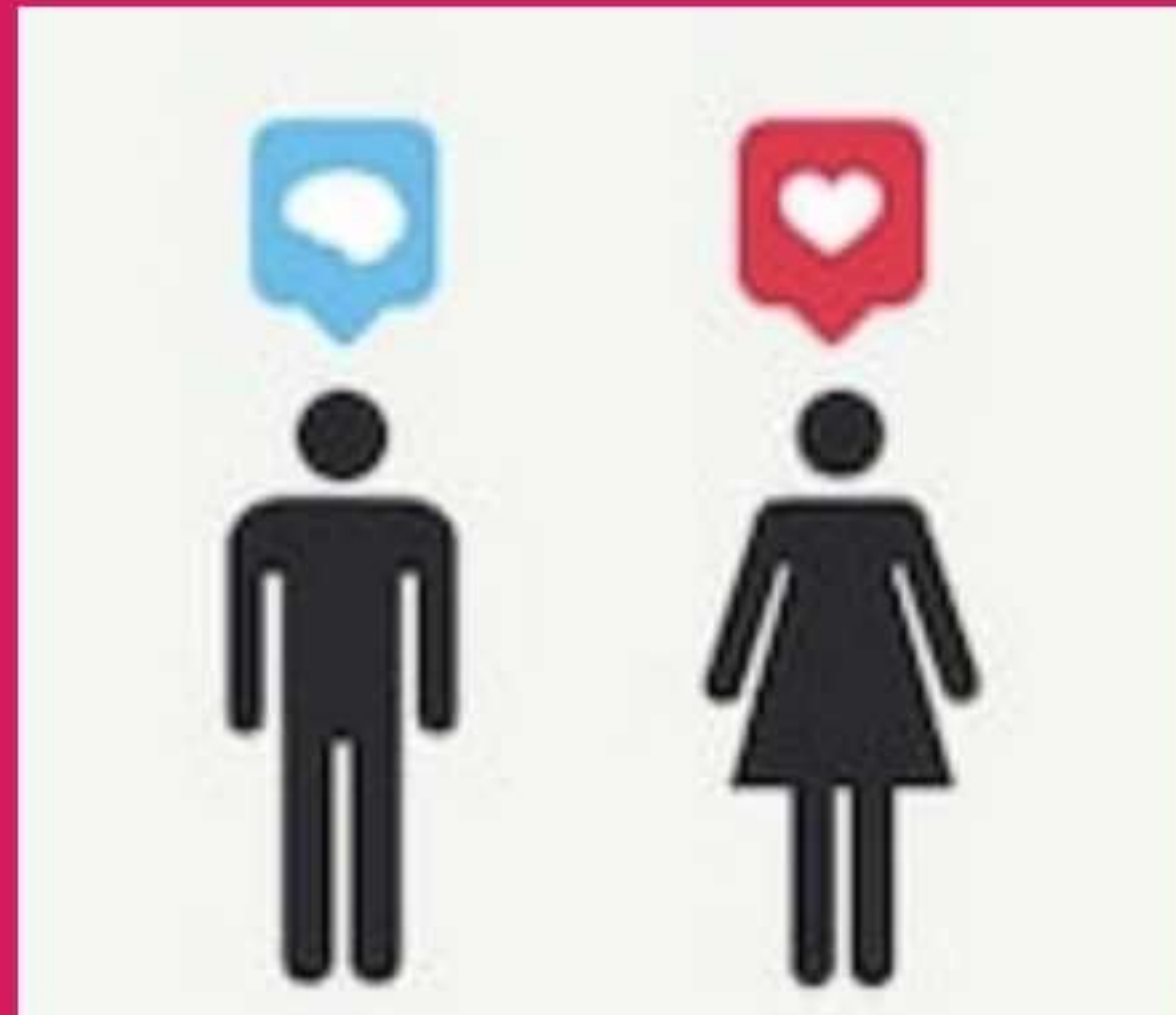
.Men associate disclosing one's vulnerable feelings with feminine behavior (Montes2013).

.men have been conditioned to have rigid emotional expressions and have been conditioned not to feel anything

## "Feminine" Assumptions

.Femininity is associated with emotional expressive (Wong,Rochlen2006)

.women are more emotional, experiencing and expressing Emotions more than men. women are superior in emotional competence and understanding others' Emotions (Donges,2012).



THANK YOU