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

Gender 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 paralanguage, haptics (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 has brought widespread acclaim to all of his best-selling videos on nonverbal behavior, cultural studies, and anthropology.

“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 behavior (e.g., smiling, touching, spacial proximity, kinesics, and vocal paralanguage). 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

When 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 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.

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.

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**

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

**Space 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

---

**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” 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

Berkeley Media LLC
The Human Body: Appearance, Shape and Self-Image

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 “mask”; culture and the face; 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.

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 “mask”; culture and the face; 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.

What Reviewers Are Saying about The Human Face

“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 “mask”; culture and the face; 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.
A World of Food: Tastes and Taboos in Different Cultures

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
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 Siemens, 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

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, “coupleshoo,” 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 verve and 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
SEXISM IN LANGUAGE

Designed 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 Lowdal.

“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 Studies, Virginia Polytechnic Institute

“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 light 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

29 min. Color 1995 #0068
Sale: VHS or DVD $225, Rental: VHS $95

About Berkeley Media LLC

Berkeley Media LLC is one of America’s foremost distributors of independently produced documentaries and educational media. Our collection of some 140 titles has won more than 700 awards and honors at major festivals and at screenings by academic associations worldwide. More than 120 of our titles were formerly distributed by University of California Extension’s Center for Media and Independent Learning. The closure of that organization and the dispersal of its remarkable collection of more than 700 titles—many of which will go out of print altogether—in part led to the formation of Berkeley Media LLC.

Berkeley Media LLC is in no way connected to nor endorsed by the University of California or any of its affiliates. However, many of us at the new company were involved with the old Center for Media and Independent Learning, and we intend to continue that organization’s 90-year tradition of excellence in our titles and in our customer service.

Purchasing

Purchase orders are normally filled within seven days if in stock and 30 days if back-ordered. First-time customers must use purchase order forms or credit cards. Orders must include full shipping and billing addresses as well as the name and telephone number of the person authorizing payment. Please inspect purchased videocassettes and DVDs immediately upon delivery. The list purchase price includes educational (nontheatrical) public performance rights.

Prices

Quoted prices are domestic list prices. They are effective immediately and are subject to change without notice. Video prices are for ½” VHS cassettes in the U.S. (NTSC) standard. DVD prices are for DVD-R copies in the NTSC standard but not region-encoded. Most recent DVD players will play DVD-R copies, but buyers should be certain their players are compatible.

Prices are f.o.b. Berkeley, California; shipping and handling charges will be billed. California sales tax will be added if applicable.

Shipping and Handling

Materials are normally shipped via DHL ground service. Shipping and handling charges of $12 for the first item and $2 for each additional item are added to each title purchased or rented. Bulk orders are figured by weight. Please inquire for shipping charges outside the USA. A $10 fee will be added to all “Rush” orders. We cannot ship to P.O. boxes.

Rental

Rental rates given are for three day’s use. Customers are responsible for return shipping charges. All items should be returned via a trackable carrier (UPS, DHL, Fedex) so that they can be tracked and are automatically insured. We cannot provide rentals outside the USA. Rental fees may be applied toward purchase prices within 60 days of the rental.

Copyright Restrictions

All titles listed in this brochure are protected by international copyright law. No film or video herein may be duplicated, altered, digitized, televised, or shown with an admission fee without our prior written permission. Violation of copyright laws is unethical and is also a federal crime.
Communication Studies

New and Award-Winning Videos and DVDs from Berkeley Media LLC

Interpersonal Communication
Intercultural Communication
Communication and Gender
Nonverbal Communication
Group Communication

http://www.berkeleymedia.com

Gender and Communication (page 1):
“Demonstrates far better than any lecture or readings the concepts that students need in order to understand gender differences in both language and nonverbal communication.”

A World of Gestures (page 2):
“An outstanding teaching tool. Nothing like it exists and, having seen it, I can’t imagine teaching my classes without it.”

See page 5

Limited-time discount offer!

Please circulate to interested colleagues

Berkeley Media LLC

New and Award-Winning
Communication Studies

2005