

Who proposed the Deficit Model in 1975?

What did she identify?

Robin Lakoff

A "women's register" - a list of characteristics of women's speech such as hedges, tag questions and empty adjectives

Men in contrast...?

How does Lakoff describe male language?

Likely to use more definite forms of language such as deontic modal verbs "must"

More desirable and stronger than women's, who are represented as less confident and indecisive in conversation presumably due to their lack of authority

What else did Lakoff suggest?

Why does the Deficit model bear no relevance to a modern day society?

Women are socialised into behaving differently to men, perhaps due to the patriarchal society that once originated, precluding them from being powerful within language

Proposed over 40 years ago therefore social roles have changed significantly due to greater equal demand, decreasing the validity of Lakoff's claims

Who criticised and contrasted Lakoff's theory?

What did they suggest?

O Barr and Atkins (1980)

Findings indicated that language associated with women's register were used by both genders of a low social class in an American courtroom

What conclusion has this led to?

Deficient language is more linked with power, or the lack of it, rather than gender, suggesting "powerless language" is more accurate

Men's topics are more pursued whereas women...

play a more 'supportive' role in conversation

What does the Dominance Model assert?

Women are inferior in mixed-sex conversations, implying that the female gender is a subordinate group whose speech style is a consequence of male supremacy and patriarchal order

What theory can we relate this to?

Zimmerman and West (1975) study

What did their research show?

96% of interruptions and overlapping were made by men

Who criticised the Dominance Model?

Geoffrey Beattie

What does this suggest?

Men are attempting to assert their dominance, ignoring the face needs of women with whom they're interacting with

What did he suggest?

Z&W's sample was small and unrepresentative. Implied that interruptions do not always reflect dominance but because people desire to be involved, to show support and interest

What did Beattie find in his own study?

What theorist is linked to
the Difference Model?

women and men interrupted with
more or less equal frequency, men
having 34.1 interruptions whilst
women had fractionally less with 33.8.

Deborah Tannen (1992)

What did she suggest?

How does she attempt to
explain these differences?

Men and women possess essential
differences that contribute to what
she terms each person's 'genderlect'

Classified into six main categories,
including status vs support

Explain status vs support

How can women support one another with conversation?

Due to the world being a competitive place, men use language to build and maintain status however women use language to seek and offer support, seeing the world as a network of connections

Back channelling with interjections such as "yes" and "I see"

How do men show status in conversation?

What else did Tannen suggest in gender communication?

Frequent interruptions to take control and hold the floor

Male speech is known as "report" talk to negotiate and maintain status whereas women's "rapport" talk is used to make connections and establish intimacy/community

What did American
psychologist Sarah Bem say?

Societies tend to define masculinity and
femininity as polar opposite genders

Who opposes to Tannen's theory?

Deborah Cameron -

What does this suggest?

Male-acceptable behaviour within
conversations such as interruptions
and topic management are considered
inappropriate for women as it goes against
the social norms and beliefs we follow

What did she suggest?

Gender differences are misleading and
that there are in fact more differences
within genders rather than between them

What else did she suggest?

What study does Cameron relate to?

Different language is merely a myth perpetrated by theorists such as Tannen

Janet Hyde's Similarities Hypothesis

What is this and what are the results?

What further idea did Cameron suggest?

men and women are in fact more similar to each other than different in terms of most psychological variables, including language, through her meta-analysis. The results for each difference are indicated that the differences were small/close to zero

Language is affected by environmental factors rather than their gender