

SEQUENCE 4

Living in a man's world?

UNIT'S OBJECTIVES



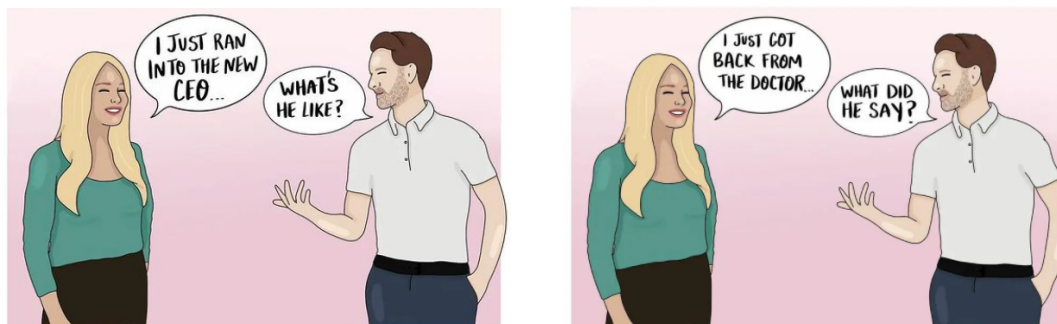
To what extent have women reached equality with men in the workplace and American society?

Espace Privé et Espace Public / Diversité et Inclusion
Le lien entre les organisations et les questions de société

| CULTURE | LANGUE | MANAGEMENT / RH |
|---|--|---|
| <ul style="list-style-type: none"> ○ Les inégalités entre les femmes et les hommes et le sexisme ○ La lutte contre les stéréotypes de genre et les droits des femmes ○ Le misogynisme dans les entreprises et le marketing | <ul style="list-style-type: none"> ● L'expression du contraste ● Le comparatif ● L'expression de l'obligation | <ul style="list-style-type: none"> - Responsabilité Sociale des Entreprises (Corporate Social Responsibility) - L'impact de l'évolution des modes de vie sur le management des organisations - Segmentation marketing et communication commerciale |

PART ONE: GENDER AND PREJUDICE

CARTOON: "What did you expect?" (Stephanie Chinn, @stephaniechinnart on Instagram, 2022)



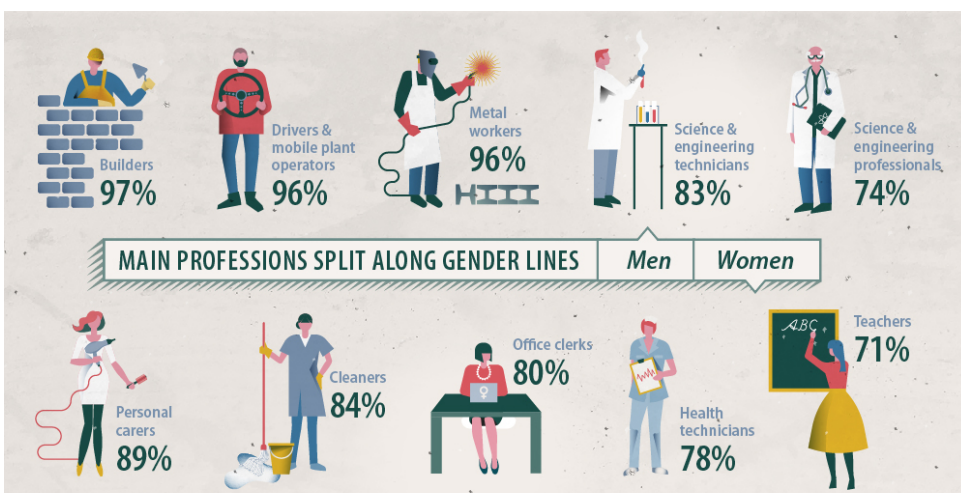
VIDEO: "The impact of stereotypes on your choices" (European Institute for Gender Equality, 2017)

1. **Watch** the video and **take notes**.



2. **Define** what gender stereotypes are and **present** examples.

3. **Look** at the graph. **Explain** the consequences of gender stereotypes in the workplace.



MORE... THAN...

AS MUCH... AS...

LESS... THAN...

WHEREAS / HOWEVER

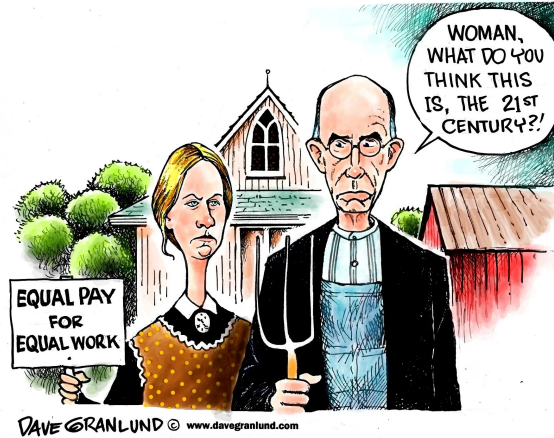


SPEAKING: Present a gender stereotype and give your opinion about it.

Today men are supposed to..., whereas women are expected to...
In my opinion/To me/From my point of view...

PART TWO: WOMEN'S INFERIORITY IN THE WORKPLACE

CARTOON: "The gender pay gap" (Dave Granlund, "Equal pay for equal work", 2014)



VIDEO: "Explaining Patricia Arquette's speech at the Oscars" (Wall Street Journal, 2015)

| | |
|------------------|--|
| Type of document | |
| Where? | |
| When? | |
| Who? | |
| What? | |
| How much? | |



SPEAKING: Work in pairs. You are two HR managers in a movie company. Present why women actresses are victims of discrimination. Explain how discrimination can impact their motivation and/or the company's image.

| | |
|---|---|
| <p>Good morning everyone! Today we will talk about gender discrimination. We think men and women are unequal in our company because... Discrimination can have negative consequences. For example,... Thank you for your attention.</p> | <p>MORE... THAN...</p> <p>ADJECTIVE + ER... THAN...</p> <p>LESS... THAN...</p> |
|---|---|

ARTICLE: "Eliminating the glass ceiling" (Melanie Lockert, Business Insider, 2022)

Work in groups. Read the text. **Highlight** elements to answer who/where/when/how many. **Find** a title for each paragraph.

Many women and minorities experience discrimination and are overlooked for senior roles because of the glass ceiling. The term "glass ceiling" was coined by the writer and consultant Marilyn Loden in 1978 at the Women's Exposition in New York. The term "glass ceiling" is a metaphor for the barriers that women and people of color face when they try to move upward in the workplace. From 1991 to 1996, with The Glass Ceiling Commission, the US Department of Labor studied the phenomenon and how it affected women and minorities in the workforce. In 1995, the commission found that white men held the majority of management positions in companies.



More women get advanced degrees than men and they play a key role in the labor market. However, there's less women than men in the C-suite (Chief Executive Officer, Chief Financial Officer, Chief Marketing Officer, etc). The Bureau of Labor Statistics showed that in 2021, women made up 29% of chief executives in the workforce. The 2021 "Women CEOs in America" report also said, women CEOs represent 8.2% of the CEOs in the 500 biggest American companies. It means that 459 out of the Fortune 500 are still led by men.

It's not women's lack of talent or ambition that prevents them from accessing further opportunities. People who are evaluating workers have biases themselves and are less likely to recognize great talent in women. HR managers must then be careful about unconscious stereotypes. Companies must work toward eliminating barriers by recruiting women and minorities into leadership and executive roles. On top of that, companies must offer a level of transparency to employees about their hiring and promotion processes.

Write a report. First, **define** what the glass ceiling is. Then, **explain** the position of women in American companies today. Finally, **present** measures that companies can adopt to limit gender discrimination.



SPEAKING: You are a member of the Women Business Collaborative, which is in charge of presenting the 2021 "Women CEOs in America" report. **Introduce** the report and its conclusions at the American Economic Association's annual meeting.

Ladies and gentlemen, today we are here to introduce the 2021 "Women CEOs in America" report.
In the United States, women...
To stop discrimination, companies must... Thank you for your attention.

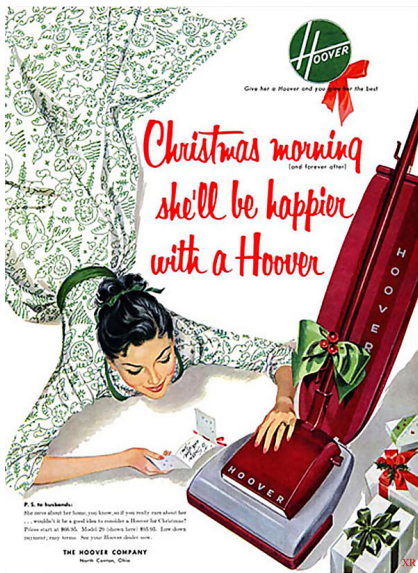
MORE / LESS... THAN...
MUST + BASE VERBALE

PART THREE: WOMEN'S MANIPULATION IN MARKETING

VIDEO: "Women and the Pink Tax" ("Sticking women shoppers with the Pink Tax", CNBC, 2016)

| | |
|-------------------|--|
| Who? | |
| Where? | |
| What? | |
| Reactions? | |

ADVERT: "An outdated vision of femininity?" (Hoover Ad, 1950 / Mr. Clean Ad, 2011)





SPEAKING: You are the new Chief Marketing Officer of a company. **Find arguments** to convince your team to create gender neutral advertisements. **Focus on** the negative consequences of stereotypical representations on consumers and the brand's image.

Good morning everyone! We must discuss our new advertising strategy today.
 We must create gender neutral ads because...
 Stereotypical representations in ads can have negative consequences. For example,...
 Thank you for your attention.

TÂCHE FINALE

You are a member of a feminist association. You take part in a seminar entitled “American women in the workplace”.

Prepare a presentation to raise awareness about the position of women in American companies.

Give examples of gender discrimination (and other inequalities in the workforce if you wish). **Present** the consequences of gender inequalities on the employees and the companies. **Explain** how and why HR managers and marketers can make things change.

| |
|--|
| Gender discrimination (stereotypes, pay gap, glass ceiling, pink tax) |
| Compare men and women (more or -er... than... / as... as... / less... than / whereas) |
| Express obligations (must + verb) and justifications (because) |
| Give your opinion (In my opinion, I think/believe, To me...) |
| Pronounce correctly the sound /ɪ/ |
| Speak using only notes |

