

Media Analysis About Women In The Workforce A Case Study About Police Women In Mostaganem

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ABSTRACT The subject of the gender gained wide interest by researchers in various fields , which led to the diversity of approaches to analyzing its structure to understand and comprehend it . According to Gordon W. Allport: “ Stereotypes are socially supported continually revived and hammered in by the media of mass communication.” Thus , we have to pay attention to the mass media prejudices especially when it comes to the issue of women in society and their representation in the workforce , because it has power to construct some stereotypes and make it ready to apply and it can guarantee the success of their production , and it can impose on us their version of truth.

Keywords: Gender- language- Workforce Dichotomies - Media and Power Relation -

1. Introduction :

Research accomplished in the field of gender ,language and media rise to a number of issues which may open up room for interpretation and sometimes misunderstanding between men and women. The impact of gender discrimination in the workforce disallow women to get off from the patriarchal dominations and the stereotypical portrayals . This confusion comes as a result of the different cultural construction on which the two sexes base their language use. Next to that, some linguists use the cultural equation between the femininity and powerlessness to explain the male and female miscommunication in the workplace . We try to shed light on the theoretical debates upon the explanation of the disparity between the women and men in the place of work. Explanatory theories of cross-sex miscommunication are based on expositions of gender differences in language usage .

2. A Brief Review About Gender Theory

The academic study of gender emerged in the late of 1960' s and its development started by Second Wave Feminism, mainly with a critique of gender inequalities, in both personal relationships and in social positioning (especially economically and politically), Second Wave Feminism begin to draw attention to the ways in which academic disciplines and sets of knowledge acted to exclude the experiences , interests and identities of women .The social sciences in general and sociology in

particular largely ignored gender . Their topics were mainly deal with issues that has relations with men such as paid work and politics.

Women were almost invisible in pre-1970 's there was what called gender blind sociology, only , women roles were limited to certain activities as wives and mothers. Women and men differences and inequalities were not seen as sociological concern or problem to be addressed or discussed . In the Second Wave of feminism , feminist emphasis their critiques upon gender issues across numbers of disciplines.

During the 1970 's, differences between men and women started to be regarded as an issue to be examined and explained. Firstly, studies were focused on "**filling in the gaps**" in knowledge about women, gaps left by the prior male bias attention rise to women experiences including male violence , motherhood and paid work.

In 1975, a ground breaking collection of feminist scholarship on language was published under the title « language and sex » (Thorne and Henly 1975).This title helped to publish the title « language and gender studies ».For sociolinguists to distinguish gender (socially constructed) from sex (biological) and to prefer gender where the subject under discussion is the social behaviour and relations of men and women.

The entry for sex, in the Concise Oxford Dictionary (hereafter COD; 1991 editions) begins like this:

1. Either of the main divisions (male or female) into which living things are placed on the basis of their reproductive functions.
2. The fact of belonging to one of these.
3. Males or females collectively.

Obviously, the first three definitions in the entry are variations on the first main sense of sex have to do with male female differences.

Simone De Beauvoir, in early 1949, « THE SECOND SEX » observed that "One is not born, but rather becomes a woman" (Beauvoir 1989 [1949]:267).To be a "woman " as opposed to a "female" takes more than just being born with the correct reproductive organs. It is a cultural construction which has to be learned is different in different times and places. For instance, Western women have to learn not to sit with their legs apart and to bottom their coats the opposite way from their brothers.

None of the accomplishments mentioned before can be considered an innate biological features but they are part of what it means, to be a woman in a certain society. These socio-cultural "being a woman" is what the term gender is opposed to denote, while sexes reversed for the biological phenomenon.

Language and woman's place" by Robine Lakoff, proposed the idea of distinctive feminine register which Lakoff called "women 's language " such as super polite forms, rising intonation on declarative sentences, trivial vocabulary items

such as lovely ;divine ;nice and tags questions...etc. These features tend to reduce the force of utterances which makes the speaker sound less confident, less certain and less authoritative or powerful than she would otherwise the implication that one marks femininity linguistically by symbolically minimizing one's power.

Lakoff opposed this way of speaking not to women's language, she said but to "neutral language " she did not suggest that all women used women language all the time. For example, she said that they might well avoid WL in professional or academic contexts but she did suggest that the existence of this socially meaningful register faced women speakers with a dilemma. They could use neutral language and be judged unfeminine, less than a woman, or use women language and be judged less than a woman, or use women language and risk being judged less than a fully competent human

Judith Butler view that gender meaning only takes meaning through performance and iteration. Women's studies had to reject the monolithically model. The key strength of gender studies is the multi-disciplinary in the twenty first century, and it has a great impact on the contemporary . Secondly, it penetrates a lot of disciplines and it embraced by a lot of students and researchers .

Then, feminism remains central perspective for the study of gender relations ,reminding us that this discipline emerged from the identification that women as a group were misrepresented in both the public sphere and in the conception of their real natures. As gender relations continue to change and mean different things , so feminism as a political ideology will change and find new avenues to explore.

2. 1. The Deficit Model

The deficit theory considers women's modes of speaking as an essentially "deficient" version of men's language (Sadiqi , 2003; 4) . The essentialist theory was the basis of the deficit theory concerning the relationship between gender and language. The essentialist theories view gender and language as a possession of a set of behaviors' which is imposed by the speech community upon women and men adhering to two different categories . According to Bloomfield the speech community is " a group of people who interact by means of speech" (Quoted in Abdelhay , 2008: 24)

In (1986) Gumperz explicated this concept as :

"In analyzing linguistic phenomena within a socially defined universe , however, the study is of language usage as it reflects more general behavior norms. This universe is the speech community" (Gumperz :1986:114)

The speech community framework states for the supposition that a group of people , precisely , men and women, are likely to be confined to certain of their speech community norms , and if one tries to transgress those limits , they would be , most of the time , judged as deviant.

According to Abdelhay "essentialism give legitimacy to both gender differences and gender dominance by virtue of biology , culture stereotypes or all together"(p. 21) . It is possible to state that gender can be seen from three main characteristics: innateness, strict binarism , and bipolarization , these is from the essentialist categorization of gender and language. Gender was portrayed as innate in the sense that biological donation are innate ;It is bipolar ,mainly , because human beings belong to one of the two bipolar categories :male or female (Sadiqi , 2003)

Bipolarization is one of the most important criteria's of the essentialist conception. The categories "male" and "female" were tacitly assumed to be homogeneous, opposite , rigid, invariable and strict complementary distribution(ibid). In other words, human being is either fully male or female . There is no in between.

To sum up , the deficit theory ,as its name implies, it portrays women as deficient and nonsense . It argues that language ignores , criticized women and defines them as inferior to men.

2.2. The Dominance Model

In 1970 ' s many sociolinguists and researchers adopted the model of the dominance theory to explain how women's language was negatively assessed due to men's social control . All the studies conducted on gender and language use indicated that men dominate women in social interaction and preserve their power over them by using interruptions and overlappings when talking to women(Davis & Skilton – Sylvester, 2004).

In 1975, Lakoff tends to highlight reasons why , in her view, manifest women's language as less powerful and even deficient than men's language features. Dale Spender (1982) assert that language itself embodies structures which sustain the power of men and eventually make them control language:

" It is the men , not women, who control knowledge , and i believe that this is an understanding we should never lose sight of...it is because men control knowledge that the knowledge we produce can be used against us..."

We can assume from Dale Spender claims that men are controlling knowledge by controlling the use of language as a means of power. This knowledge that is produced can be used against women in society in order to emphasis men's patriarchal order. And this patriarchal order are shown in all the spheres and domains . Dale Spender agrees with and develop Zimmerman and West ' s dominance theory .Her radical view is that it is difficult to challenge male-dominated society because our very language reinforces male power.

Hence, when studying the social phenomena , we can assume that the dominance model is like the deficit model in its goals and the cultural model that will be explained later. Their main goals regarding the current structuralist

approaches are to reveal the notions of determinism , clear limits and social security(ibid).

2.3. The Difference Model

Lakoff (1973-1975) asserts that woman's language is inferior and uncertain to men's language . Men's language are regarded as powerful and more secure , since it holds certainty and sway. According to many scholars and researchers the work of Robin Lakoff were based on the intuition rather than scientific investigation among them Wilson. On the other hand, her work helped a lot of researchers to find a systematic evidence of her claims.

In spite of the lack of empirical analysis , Lakoff succeed to train women to reduce some linguistic features that disable women to get a powerful discourse. language" and start to use the superior "men's language "

2.4 The Cultural Model

As we have mentioned that the assertiveness model always put women on the margin , that is to say , women language need reformulation whereas men's linguistic behaviour have no fault. This approach came as a challenge to the traditional norms of the dominance model . According to this model men and women are different but they belong to the same culture and they use different ways of communicating and speaking . This is due to the process of socialization during childhood. This model discounts that both sexes need remediation , led to the proliferation of what is labelled the "two culture" approach by "Maltz and Borker (1982), which postulated that men and women may face communication problems because they come from very distinct cultural backgrounds. Maltz and Borker aims to scrutinize the different roles of male and female speakers in informal cross-sex conversation in American English and to dig out the main reasons behind male/ female miscommunication. In other words, they highlight the cultural differences and the miscommunication problems. This is since the influential paper" A cultural Approach to Male – Female Miscommunication" was largely influenced by the sociolinguistic work of Gumperz (1982) about difficulties in cross- ethnic communication .

Therefore , both men and women need to get rid of the gender stereotypes and be open to the cultural distinction in order to get a good communication connection. Maltz and Borker (1982) affirms , provided several striking differences in male and female contributions to cross sex conversation . They claim that girls and boys acquire different sociolinguistic cultures, and that the rules (culture and linguistic forms) they follow are expected to cater communicative goals.

According to many scholars gender diversity is a key element to get off from the gender stereotypes and the patriarchal norms. As a result , Janet Bing and Victoria Bergvall stress on the need to:

"Acknowledge individual differences within and across groups and emphasis diversity rather than dichotomy . By refusing to accept dichotomy and by asking new questions , we can abandon the tired old question " How do men and women speak differently ?"

(Bing & Bergvall ; 1998:506)

In order to reach the gender diversity that helps construct and safeguard social connection rather than dichotomy, we should be aware about the differences that exist between men and women . Dichotomy can generate misunderstanding and stereotypes . The strong criticism of the cultural approach or model is its emphasis on the differences that exist between both sexes that creates to conflicts between men and women.

2.5 The Social Constructionist Model

Social constructions can be regarded as those aspects in the lifestyles of a community which are not given but self-made and not genetically but socially transmitted . It belongs to the domain of culture , functionally defined as the social transmissions of habits and knowledge .

In 1987 , West and Zimmerman offer a new perception of sex , sex category and gender as opposed to the traditional view of sex and gender. Sex defined by biological characteristics that are decided by the institutional or social level , but they are not always consistent. It is determined by the individual's exhibition of belonging to one sex category or another . On other hand, gender is the social construction and cultural categorization. It has to confirm to the social norms and proper behavior of a certain sex category (feminine or masculine) .

Simone De Beauvoir in her book , " The Second Sex, noted " One is not born a woman, one becomes one," exposing this formation of gender roles and also the phenomenon of gender itself as a social construct . Men view women in an objectified light , and men look at women as spectators from positions of power , affecting how women act , as they consistently see themselves through the eyes of men . On the flip side , men's socially constructed identities surround their distance from femininity and their relative position of dominance . Berger , Foucault , and Mulvey's theories on media , power , and behaviour can be used to analyze the current state of our gendered society . It is physically present in men's and women's language usage , the way they dress , and how people conduct themselves starting in early childhood. This is based on a notion that people have believed throughout history , the connection of sex and gender , in this case , sex is used as "the biological and physiological characteristics that define men and women "(WHO , 2015) . Gender is used as "the socially constructed roles , behaviours , activities , and attributes that a given society considers appropriate for men and women"(WHO, 2015).

In addition , Judith Butler says that "the identification of women with" sex ",is a conflation of the category of women with the ostensibly sexualized features of their bodies and , hence, a refusal to grant freedom and autonomy to women as it is purportedly enjoyed by men(Butler , 1990 ,p .19)".

But the social construction of gender is not just performing gender actions or wearing gendered colours as children , it extends to adulthood. It includes the way women are watched and presented in their daily lives.

Women are being constructed as being observed and watched as prisoners. Because they think that they are always being watched. The socialization of this behaviour is procedural and is a result of the constant presence of the stimuli, in this case, the security guard , as expounded by Michael Foucault theory of gender and socialization.

Butler's most known work is Gender Trouble : Feminism and the Supervision of identity , published in 1991 , which argues for Gender performativity. This means that gender is not an important element. The repetitious performance of "male" and "female" in accordance with "social norms" reifies the categories , creating the appearance of a naturalized and essential binary. Doing gender is not just about acting in a particular way . It is embodying and believing certain gender norms and engaging in practices that map on those norms.

3. The Question of Sex and its Relation with Language

'Over many years , women have demonstrated an advantage over men in tests of fluency , speaking , sentence complexity , analogy , listening, comprehension of both written and spoken material , vocabulary , and spelling ' (Chambers 1992:199)

According to Chambers women have proved themselves in many cases and features than men among them in speaking and in writing. By contrast

'Men are more likely to stutter and to have reading disabilities . They are also much more likely to suffer a aphasic speech disorders after brain damage Males are also four times more likely to suffer infantile autism and dyslexia than are females' (Chambers 1992 :200)

Chambers sustained that men find obstacles and problems in speaking and even in constructing a very simple sentences, and more than that they come across loneliness and childish.

One can deduce that females have a verbal skills and they use language to establish , nurture and develop personal relationships whereas males they use language as a tool for obtaining and conveying information. They see talk as a means to an end, and the end can often be very precisely defined – a decision reached , for instance, some information gained, or a problem resolved.

Men accustomed to dominate public talking. Women tend to use questions, and phrases to help others to talk. Whereas males use devices in order to assert and to

qualify certainly for the validity of the information they are asserting. Men reason 's of talking often focus on the content of talking of the talk rather than on how it affects the feelings of other.

But if we want to asses who is more polite than other sex males or females, we have to define what is politeness linguistically, the general signification derives from the work of Coffman(1967) and Brown and Levinson(1987), which describe politeness as showing concern for people 's face. Janet Holmes suggested that women tend to be more polite than men.

Women are much more likely than men to express positive politeness or friendliness in the way they use language. Women 's utterances show evidence of concern for the feelings of the people they are talking to more often and more explicitly than men's do. Men language are direct and assertive , sometimes even without caring about the other's attention.

4. Gender and the Impact of Media

Communication is extremely important for women's development and mass media play significant role . It is to be noted that growth of women's education and their entry into employment have contributed to the growth of media .In all spheres of life whether of controlling population growth ,spread of literacy or improving quality of life for vast masses, women have crucial role to play. However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalised by male domination . In this context, media has an important role to play – to create awakening in women to achieve their potential as the prime movers of change in society.

Media and communications are a central of modern life, because media consisting so many images of women and men, so what is the relation between media, gender and identity? We live in changing times, what we learned from the 1960' s 1970 's or 2000 's about gender and media might not be so relevant today, because media has changed, and people's attitudes have been changed. The role models of times gone by might be rather laughing now; it would have no impact on our own sense of identity.

Judith butler; Michael Foucault and Anthony Giddiness, their works about identity give us more to work with the role of media in the formation and negotiation of gender end identities.

4.1. Why Media Influences Are Important?

In modern times, people consume many hours of television each week look at magazines and other publications, pass-billboard, go to the cinema and movies, surf the internet, and are unable to avoid popular culture and advertising. It seems obvious and inevitable, that we will be affected by these experiences somehow. Media shows us situations and relationships from other's people point of view, it is part of the

internal representation of drama that we can see "how world works " in lives than our own. This could hardly fail to affect our own way of conducting ourselves, and our behaviour, and our expectations or interpretations of other.

4.2 Portrayal of Women in Media

By and large the media landscape in Algeria is that media does not address serious issues about exploitation and unequal treatment to women in different spheres but is keen in reporting unimportant events to show that women are really holding power . Thus, instead of highlighting the exploitation of woman they end up becoming one of the reasons in increase of violence as their coverage more often than not tend to glorify the crime against women . It is true that media has brought to light, as never before , certain misbehaviour against women but in a very subtle manner it also perpetuated the stereotyped image of woman as a householder and an inconsequential entity in the traditional value system . Generally , women's problems never figure on the front page of a newspaper it is a shocking case . Newspapers even on women's page does not usually address relevant issues for women empowerment but reporting is concerned with beauty tips recipes , fashion syndrome ...etc.

It is unfortunate that there is lack of sensitivity among the newspapers in general to woman and their problems . I would like to refer to the study conducted by the Media Advocacy Group VIZ " Violence Against Women Media Coverage and Representation " The Media Advocacy Group made the following recommendations on reporting violence against the women

- 1 – Media needs to take an extended , broader view of prejudices against women . It has to be instrumental in conducting a social audit on factors responsible for increasing crime against women and children , including indifferent investigative procedures , miscarriage of justice , and growing social impunity of the perpetrators of crime .
- 2- It also has to be instrumental in creating an awareness among civil society of the causes and nature of the crime itself , and of the preventive measures.
- 3- When treating these issues , media has to be extremely factual and empirical .

Newspapers treat cover women's problems drawing the attention of policymakers to issues requiring immediate attention such as the adverse sex ratio , infant and maternal mortality , crime against women and the effects of poverty on women and their families . But this coverage is very limited with the rest of space occupied by cinema actresses , models , video jockeys and the rich women and their hobbies. Many of the women's magazines are devoted to fashion , glamour , beauty aids , weight reduction , cookery and how to sharpen feminine instincts to keep men and their in law happy. There are comparatively fewer articles on career opportunities , health awareness , entrepreneurship , legal aid , counselling services , childcare services and financial ,management.

5. The Workplace Atmosphere

The public domain is a male dominated domain, and the discourse patterns of male speakers have become the established norm in public life. The growth of the changing workforce demographic which resulted in more women entering the professions than ever before (burke and Vinnicombe, 2005). This transition has brought with it a range of social and political problems, resulting in gender inequalities. Workplaces are seldom gender unbiased (Antecol et al, 2009) and there is a widespread recognition that organisations are locations of gender process. Many women still earn less than men, are segregated in the lower levels of employment hierarchies and face difficulties in gaining promotion or entering non-traditional areas of work (Knights and Richards, 2003).

Although employment policies never include gender differences and despite the existence of legislation an equal treatment and pay between men and women in modern societies, a great deal of literature recognizes lower position of women in employment along several ways.

Women can be distinguished in the workplace because of gender stereotypes, biases and gender schemes (Ptersen, 2006) and that employers and agents may be prone to determine female applicants as unskilled and unlikeable (Rudman and Glick, 2001).

Discriminations against women occur in the form of biological differences that denied them to have an access of a high rank or in superior organizations. Sex discrimination at the career entry level can have subsequent repercussions in shaping career paths, as it can hamper women's acceptance in, and mobility into positions of power and authority (Roos and Gatta, 2009).

Over the last Twenty years, there have been significant changes in the gender composition of the workplace. Women have entered the workplace of many different kinds. Yet according to many commentators, the workplace remains unequal area. What roles gender play in? And have the growing number of women workers had any impact on workplace? We shall first look at the andocentric norms of the workplace institution, then, at the dilemma women face in having to adjust it these andocentric norms while maintaining their own femininity identity.

Several studies suggest the under representation of women in top executive posts across organizations of different sectors and across countries (Catalys; 2008; Wirth, 2002). Even in sectors where there is an overall high presence of women in employment, a low representation of women in the higher ranking positions is observed (Mitroussi and Mitroussi, 2009; Wirth, 2002).

5.1 Workplace Inequalities in the Police Field

The police have traditionally and contemporarily been a masculine business both in terms of its employee demography, and terms of its values, assumptions and everyday practices.

The masculinity of police is reflected in the historically tough and demanding living and working conditions to be police. The image of police as a masculine business created the perceptions that police as an activity is unsuitable for women. Practical work issues and institutional issues have sustained this perception of a male hegemony.

The nature of this job is based on risk, and a sense of physical strength and toughness both in terms of the actual tasks involved and the environment of the job, and it is highly a dangerous job.

It is not easy job and it is evident in some key features of the profession; separation from the families, friends, partner, and the feeling, and this might be found to be the reason for reducing and not well coming the idea of introducing women in this field which so much harsh, and increasing the duration of time spent away from home is regarded as not suitable for women especially in the night. Although these are important issues for both sexes, research indicates that women n, and particularly in their role as mothers, has enhanced concerns for issues of work life balance (Smithson and Stock, 2005).

In masculine sector women face a number of gender issues relating to how their colleagues and management perceive them. The problem of masculinity and femininity are more remarkable in our society, especially for those women who entered males dominated job. As a more remarkable example, in our society is policewoman. A policewoman is described by people as not woman, because she identified a more assertive style and this assertive management style is negatively evaluated by her subordinates, and by the society as a whole. Although she is regarded as an effective manager by the Department of police, her deviation from hegemonic norms of feminine behaviour means that she attracts criticism in the workplace, and by the society.

But a female police manager who aligns herself with hegemonic feminine norms also attracts criticism from colleagues. Soumia policewoman manager has recently had time off to have a baby; one of her female colleagues criticized as unprofessional her decision to go on maternity. And also criticized by a male subordinate by making the department of police too feminine.

The growing number of female policewoman managerial in Mostaganem may satisfy people, and may not. Nicola Woods (1998) demonstrated that even where a woman has a high status position in the workplace, she is more likely to be interrupted by a male than interrupt him.

"when you are in uniform , and you 're a man , people see a cop . If you're in uniform , people don't see a cop , they see a woman" (Female officer (Gerber (2001, p . wiii)

According to the above quotation, the female police are witnessing and breathing the marginalization of the social cognition about them. The blue uniform is constructed for the masculine world not for the feminine ones .Uniform is socially

constructed and it is very hard for policewoman to change this gender stereotypes produced about them.

In 2001 , Cancino stated that the police as activity appear for a long time , or for thousands of years . In 1995, Schulz claimed that the entry of women into the police organization began to appear in the early 1800's .

In 2003, Garcia has highlighted the issue of the beginning activities of the policewomen , the first women worked in the police zone as jail and prison matrons , relying on their maternal and feminine qualities. Next to that , women were used as counselors to female victims and surrogates to children (Schulz , 1995). This activities has encouraged women to develop themselves in the work . This roles has shined their ways (Mangold , 2003). I can see from these different angles that the tasks were given to women all of them are feminine, or in other words related to the private space .

6. The Inauguration of Women Into Police and Their Issues

The dichotomy of femininity and masculinity don't stop women to deal with violent situations , or to work in hard tasks , and this fact has been recognized in today's law enforcement .The distinctions between the genders can be seen as frontier that needs further explanation , as Schulz explained that it can be argued from a review of the literature written on police roles and responsibilities , that women have brought different qualities than males to police work . Archaic thinking about women should be avoid because the space and the existence of female police have a good results to the departments of police in general ,but if we scale the advantages that this type of sex has acquired to the police state, we can't stop .

The balance between the private and the public sphere are not an easy thing to handle , especially if woman is married , so she may challenge all these things, but she may not face the social version , because ideologies are hard to change .

Harrington , in 1999, reviewed the history of police roles and police work to perceive how deeply the roots of male supremacy are embedded in the occupation and how hesitant the occupation is to allow change .

In 2002, Ross said that the use of force is an inherent part of police work . Following Spillar & Harrington the appearance of police force has been controversial and costly result.

According to the article published by The National Center for Women &Policing females are not as likely to be involved in excessive force claims as males (Harrington et al 1998) .

There have been obstacles done by Harrington ,1999, Spillar, 1991 , Lonsway , 2000 about the comparison between males and females officers on the cost of excessive force . These claims about females and males may hurt them psychologically, and it can be constructed as something real .

According to a study collected by the Feminist Majority Foundation and the National Center for Women and Policing (NCWP) there is a significant gender difference in the cost of police brutality (Lonsway , Moore , Harrington , Smeal & Spillar ,2003). What affects women in this sensitive domain is gender categorization , and people perceptions about them .

The director of the NCWP , Penny Harrington , in 2000 stated that " The new study shows that increasing women on the force holds the key for substantially decreasing police violence and its cost to taxpayers "(Smeal , Spillar , & Harrington , 2000).All this claims has relation with prejudices and discrimination and directly with the dichotomy of femininity and masculinity.

7. Conclusion:

The idea of of gendered media conception are generated ideologically and constructed socially and culturally. And more importantly, these misconceptions and misunderstandings between men and women influence the workplace atmosphere and interaction . Furthermore, the existence of male – dominated power and structural inequalities disadvantage women to move from subordination and patriarchal system. The intention of this report is to rise female voice and concern, and also to empower them by combating gender inequality in the workplace.

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