

KLAIPĖDA UNIVERSITY
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF PHILOLOGY

**GENDER ISSUES IN ORAL BUSINESS
COMMUNICATION**

MA Final Thesis in English and Another Foreign (German / French) Language and
Business Communication

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KLAIPĖDOS UNIVERSITETAS
SOCIALINIŲ IR HUMANITARINIŲ MOKSLŲ FAKULTETAS
FILOLOGIJOS KATEDRA

LYČIŲ PROBLEMOS VERBALINĖJE VERSLO KOMUNIKACIJOJE

Baigiamasis Anglų ir kitos užsienio (vokiečių k. / prancūzų k.) kalbos ir verslo
komunikacijos magistro darbas

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SUMMARY

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Keywords: gender issues, business, oral communication, communication styles, equality.

Theme relevance: since women joined the workforce dominated by men, there have been many discrimination related conflicts and misunderstandings. Due to the gender barriers, there are problems in the workplace that resulted from societal stereotypes, assumed gender roles, and different communicative styles. The motivation for this master's paper arises from the differences of the genders that lead to issues in the workplace.

Purpose: to disclose the reasons for the miscommunication caused by gender issues in oral business communication.

Methods:

1. Non-experimental and descriptive methods are used to describe how different business environments affect communication.
2. Analytical method is applied to analyse the varieties of communication in workplace.
3. Comparative method is applied to compare the similarities and differences between the sexes.
4. Abductive method is used to synthesize the reasons for the miscommunication between the opposite sexes in the workplace.
5. Interpretive method is applied to interpret the ways to avoid miscommunication in the workplace.

Results and conclusions:

1. The description of how different business environments affect communication provide the idea about the influence of the various factors inside and outside the business to the formation of the worldview, comprehension of the genders, and attitudes towards other people of the both sexes.
2. The analysis of the varieties of communication in the workplace demonstrates the miscommunication between men and women and the deepening gender issues due to the miscommunication.
3. The comparison of the similarities and differences between the sexes reveals that women often acquire the masculine communication style features while seeking career.
4. The synthesis of the reasons for the miscommunication between the opposite sexes in the workplace showed that the different communication styles of men and women have a great impact on the occurring issues between the genders.
5. The interpretation of the ways to avoid miscommunication in the workplace revealed that clear communication of the intentions, expectations, and reasons for the actions of the individual aid greatly in preventing conflicts in the workplace.

SANTRAUKA

Baltrušaitytė, G. Lyčių problemos verbalinėje verslo komunikacijoje. Anglų ir kitos užsienio (vokiečių k. / prancūzų k.) kalbos ir verslo komunikacijos studijų programos baigiamasis bakalauro darbas. Darbo vadovė: Doc. dr. S. Robbins, Klaipėdos Universitetas: Klaipėda, 2020 – 65 p.

Raktažodžiai: lyčių problemos, verslas, verbalinė komunikacija, bendravimo stiliai, lygybė.

Temos aktualumas: Moterims prisijungus prie darbo jėgos, kurioje visada dominavo vyrai, kilo nemažai konfliktų ir nesusikalbėjimų dėl moterų diskriminacijos. Kivirčiai darbovietėje kyla dėl lyčių barjerų, tokių kaip visuomenės stereotipai, primesti lyčių vaidmenys ir skirtingi bendravimo stiliai. Taigi, darbo motyvacija kyla iš lyčių skirtumų, kurie sukelia problemas darbovietėje.

Tikslas: atskleisti nesusibendravimo priežastis sukeltas lyčių problemų verbalinėje verslo komunikacijoje.

Metodai:

1. Neeksperimentinis ir aprašomasis metodai naudojami apibūdinti kaip skirtingos verslo aplinkos veikia bendravimą.
2. Analitinis metodas taikomas išanalizuoti bendravimo rūšis darbovietėje.
3. Lyginamasis metodas taikomas palyginti lyčių panašumus bei skirtumus.
4. Abdukcinis metodas naudojamas apibendrinti priešingos lyties atstovų nesusikalbėjimo priežastis darbovietėje.
5. Interpretacinis metodas pasitelkiamas pristatyti būdus, kaip išvengti nesusikalbėjimo darbovietėje.

Rezultatai ir išvados:

1. Apibūdinimas, kaip skirtingos verslo aplinkos veikia bendravimą, padeda suvokti, kokią įtaką daro įvairūs vidiniai ir išoriniai verslo veiksniai abiejų lyčių pasaulėžiūros formavimui, suvokimui, kas yra lytis ir požiūriui į kitus žmones.
2. Bendravimo rūšių darbovietėje analizė parodo vyrų ir moterų nesusikalbėjimą ir dėl to kylančias lyčių problemas.
3. Lyčių panašumų bei skirtumų palyginimas atskleidė, kad moterys, siekdamos karjeros, dažnai įgyja vyriško bendravimo stiliaus bruožų.
4. Priešingos lyties atstovų nesusikalbėjimo priežasčių darbovietėje apibendrinimas parodė, kad skirtingi vyrų ir moterų bendravimo stiliai daro didelę įtaką tarp lyčių kylančioms problemoms.
5. Būdų, kaip išvengti nesusikalbėjimo darbovietėje, pristatymas atskleidė, kad aiškus informavimas apie savo ketinimus, lūkesčius ir veiksmų priežastis padeda užkirsti kelią konfliktams darbovietėje.

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INTRODUCTION

“Language uses us as much as we use language” (Lakoff, 1975, 3). It might not seem like it at first, but language plays a crucial role in how we interpret the world, including our way of thinking and our behaviour. We may use it to convey some thoughts or conceptions that are in our heads. However, it also shapes the way we see the world: the same thing may be expressed differently in other languages and the speakers of those languages may comprehend the same thing in a completely different manner. For instance, in English, time is represented in spatial metaphors that are horizontal – *“The worst is behind us”, “The best is ahead of us”* – whereas in Mandarin time is represented in vertical spatial metaphors – *“The next month is the down month and the last month is the up month”* (Boroditsky, 2009). Likewise, there may occur disagreements in businesses, because people might understand some things differently. For example, a man, who is the head of a corporation, may expect precision and professionalism from everyone, because in his mind that is the conception of a workplace; however, a woman, who is an employee in the same corporation, may expect friendliness, because she has the conception in her mind that being friendly and making a good impression is more important than being precise. Those conceptions might be formed by the different places in which they grew up or by different people who they have met, by social roles that society inflicts on both sexes or by experiences in the previous workplaces. Many issues arise in the workplace between men and women because of different points of view.

The choice of words often reflects our values, abilities, and even gender roles that are ingrained in our minds. This aspect of communication is especially important in the everyday life of business. Based on how you speak and what is your actual message, the authority of the business, the colleagues, and the clients evaluate and judge your personality and dedication to your work. For this reason, it is mandatory to take into account the different types of communication that every person has and carefully choose the way you interact with others, paying additional attention to the differences of gender.

Gendered language is still very common in both the business environment and everyday life. For instance, when we speak about such office position as Computer Technician, not only colleagues in the office, but people in general automatically assume that the person in this position is male. Moreover, such profession as Nurse is usually associated with females and being a male nurse is often ridiculed and even viewed as being homosexual. However, as the times are changing, the tendencies are shifting as well; consequently, nowadays there are many females occupying the positions that were associated solely with males and vice versa. For this reason, it is important to remember that, despite the good or bad intentions, imprecise word choices might be interpreted as discrimination, harassment, or unprofessional and biased behaviour. According to Deborah Tannen, *“every time we open our mouths to speak, we are taking a leap of faith—faith that what we say will be understood by*

our listeners more or less as we mean it” (Tannen, 1994, 242). Often others do get the message that we want to convey, but there are occasions, when the intended message is interpreted differently by the listener because of their associations. *“Communication is simply defined as a process in which a message is sent from senders to receivers. In a technical description, it is said that the sender encodes a message and the receiver decodes it. Communication problems occur when the encoded message differs from the decoded message. In other words, the message sent is not the message received.”* (Thao, 2005). As we speak, we associate the particular words with the concepts from our perspective. However, other people’s perspectives differ and for that reason they might understand our words entirely differently than we do. These ambiguities are especially evident between men and women at work and they often result in gender issues.

The notion of equality today is just as important as it was a hundred years ago. It is especially desirable in the field of business where the workforce now consists of both men and women. Women, however, have not always been a part of the business world. They joined the workforce in the twentieth century and they had to battle their way up to the top of the business hierarchical chain where only men dominated. Such historical figures like Elizabeth Cady Stanton, Sojourner Truth, Alice Paul and others gave the strength for generations of women to fight for their equal rights, one of which was to be a part of the business industry. Nevertheless, women, already a part of the workforce, still received a lot of sexist comments and were viewed as inferior because men still had the notion of women being housewives. This image of the gender roles, formed throughout the ages, was supported by the media with various comments and advertisements, which portrayed men as the breadwinners and the head of the family, and women as the housewives, taking care of their children.

Although the attitude towards women being in the business industry changed significantly and now they are respected as much as men are, there still occur discriminatory comments not only against women, but also against men. These occurrences are still present because of the gender roles that were strongly inflicted on men and women by the social media throughout the past century and are still subtly inflicted on the genders even today. For instance, in stores, on the internet, television, and social media, there are toys meant for boys and for girls. The distinction between the genders is seen by toys like Barbie dolls, kitchen supplies, and make-up for girls and scientist kits, cars, building equipment, Lego toys, and guns for boys. This distinction depicts how women and men were viewed in the twentieth century: a female was supposed to be gentle, care about fashion, home, and children, whereas a male was supposed to be aggressive, brave, strong, and provide for the family. The result of these gender roles, which are embedded in people’s minds, is evident in the tendencies of the speech of the both sexes and in the consequent miscommunications, which grow into discriminatory comments and, eventually, gender issues in the workplace. Therefore, there is a necessity to investigate the differences of the genders and their communication styles.

Motivation:

Ever since women joined the business industry and workforce dominated by men, there have been many discrimination related conflicts and misunderstandings. Due to the gender barriers, there are problems in the workplace that resulted from societal stereotypes, assumed gender roles, and different communicative styles. The motivation for this master's paper arises from the differences of the genders that lead to issues in the workplace.

Purpose:

The purpose of this research is to disclose the reasons for the miscommunication caused by gender issues in oral business communication.

Tasks:

1. To describe how different business environments affect communication.
2. To analyse the varieties of communication in workplace.
3. To compare the similarities and differences between the sexes.
4. To synthesize the reasons for the miscommunication between the opposite sexes in the workplace.
5. To interpret the ways to avoid miscommunication in the workplace.

Methods:

The first two methods, the non-experimental and descriptive methods, are used to gather the material for the research from various sources and well-known authors in the subject of gender issues and communication in business. The third method, the analytical method, is applied to analyze different types of communication in the workplace. The fourth method, the comparative method, is applied in comparing the similarities and differences between the same and the opposite sexes. The fifth method, the abductive method, is used to synthesize the reasons why miscommunication at work between men and women occurs. The last method, the interpretive method, is applied to interpret the strategies to avoid conflicts and misunderstandings at work.

All the conversations that are used in this paper are taken from YouTube. I have transcribed and put them into Appendix 1. Each of the conversation is individually named and labelled as Workplaces for easier identification. Most of the Workplaces have several conversations where the participants are the same, different, or both. In every conversation each response of the participants is labelled as interactions for easier referencing in the text. I have also made a table, which is found in Appendix 2, identifying the frequency of adjectives, adverbs, metaphors, and other figures of speech used by men and women in the conversations. Other two tables, also found in Appendix 2, are made to indicate each adjective, adverb, metaphor, and other figures of speech used by a man or a woman throughout the conversations in every Workplace.

Structure:

In the introduction the importance of language and the connection it has to different genders is described. The motivation, purpose, tasks, methods, and the literary survey of the research paper are also presented. This research paper consists of five main parts. The first part of the research paper focuses on the business environment for communication and is divided into three sections. Section A deals with the history of studies of communication in the workplace. Section B focuses on the types of environments. Section C studies the issues of gender and environments. The second main part deals with business communication and is divided into four sections. Section A examines issues with equality in business. Section B studies gender issues in business. Section C explores differences of communication. Section D studies the styles of communication and perceptions of success. The third main part examines the varieties of oral communication that include casual conversations, jokes, orders and directives, reprimands and apologies, as well as discrimination and sexual harassment. The fourth main part focuses on the parallel and contrast between the sexes and is divided into two sections. Section A deals with similarities and differences between the same sexes. Section B studies similarities and differences between the opposite sexes. The final main part examines the strategies to avoid misunderstandings that include the clarity of communication and respect and dignity of humans. The research paper will be finished providing conclusions of the research, references, and appendices.

Literary Survey:

There is plenty of literature on the subject of language. Lakoff says that we use language to convey our thoughts and shape it according to our worldview, but also the way we speak and perceive things is influenced by the language that we speak. Boroditsky adds to this thought by saying that diverse cultures like English speakers and Mandarin speakers do not pay attention to the same things, thus, they comprehend the same aspect in diverse ways. In *Talking from 9 to 5*, Tannen claims that when we want to say something to somebody, we hope that they will receive the same message we are sending, but sometimes, due to the differences caused by the influence of language, that message is understood in a different way and, therefore, issues between genders occur. Similarly, Thao says that communication problems occur when the message sent is not the message received. In her other book *You Just Don't Understand*, Tannen also says that, it is very important to take into account different communication styles; it is possible to prevent disagreements from getting out of control by viewing gender differences as conversational styles. Moreover, she adds that men see life as a competition to preserve independence and avoid failure, whereas women see life as a community and a struggle to preserve intimacy and avoid isolation. Lakoff says that the differences between “women’s language” and men’s speaking are harmful to women’s self-image and to the image other people form of women’s character and behaviour.

There are many differences between men and women that often result in gender issues. Kesebir claims that women are less likely to start a competition between each other compared to men, because men become involved in rivalry due to evolutionary reasons and, thus, the reward is higher for them. Nowadays, the world is different and it is important to understand what gender is. According to Gender Spectrum, a person's gender is the complex interrelationship between the three dimensions, which are body, identity, and social dimensions. The lack of understanding what gender is often result in various stereotypes and issues. The Catalyst provides a pyramid, which demonstrates that the higher the position in a workplace, the less percent of women constitute that position. Doward and Fraser's study results demonstrated a constant existence of a wage gap between men and women that is also confirmed by Hunt in the 2016 Hollywood Writers Report and Spencer in a Golden Globes interview. Konnikova and Lawrence say that women who negotiate more freely are seen as aggressive and spoiled, which negatively influences their public image. The Associated Press-NORC Center for Public Affairs Research's poll conducted on 16-21 January, 2020 provides information that 43 percent women and 19 percent men report having been discriminated against due to their gender. Eurofound claims that men feel more discriminated against in lower ranking professions that are stereotypically dominated by women. Goodwin says that men agree to be often mansplaining, but they are not going to change and women should simply adopt the masculine norm. Williams claims that men and women cannot fully comprehend the meaning of their opposite gender because being a part of their gender is all they have ever known. Pike claims that women have accepted the patriarchal system and now promote it, whereas Caplan says that they are experiencing culture shock in this narrative. Shaw and Satrapi say that changing the society and its stereotypes should be started from offering children equal choices and teaching them different values.

Communication styles of men and women demonstrate several differences. Brown argues that women sometimes are less polite than men due to their different social backgrounds, whereas Keikhaie and Mozaffari say that females in Iran cities tend to be more polite to maintain a good image in the society. Lakoff claims that in the 1970s women's language was characterized by politeness, hedges, tag questions, and indirectness. Metz and Borker say that in the second half of the twentieth century girls and boys communicate differently with their friends, which is seen by language, games, and behavior. The Associated Press-NORC Center for Public Affairs Research reveals that men are more liberal about swearing and making jokes about sexuality, gender, and race. Gray and Annis say that men are just as emotional as women, but women usually share their feelings while men conceal them.

There is plenty of literature on the subject of emotional intelligence. Aristotle claimed that to know good is to do good. However, Bock says that knowing the right thing to do does not always lead to the person doing the right thing. Goleman provides five components that compose emotional

intelligence – self-awareness, self-regulation, motivation, empathy, and social skills – and claims that emotional intelligence can be learned. Fischer reveals that men and women have equal skills in the general emotional intelligence, but, according to Andrews, women tend to score higher in empathy, interpersonal relationships, and social responsibility, while men tend to score higher in assertiveness, stress tolerance, and confidence. Rosette and Plunkett Tost claim that when women succeed in top level positions at work, they are viewed as highly agentic and their communal characteristics are considered beneficial. Considering weak emotional intelligence, Support for Business in Australia explains that conflicts of interest occur when the personal interests of an employee conflict with the professional interests of a business.

The dictionaries provide definitions of words that are related to gender issues and business. Toppr defined business environment as the sum total of all individuals, institutions, and other forces that are outside the control of a business, but it still depends on them as they affect the overall performance and sustainability of the business. Merriam-Webster Dictionary provides definitions to several words: sex is described as either of the two major forms of individuals occurring in many species that are distinguished as male or female according to their reproductive organs and structures; gender is described as behavioral, cultural, or psychological traits typically associated with one sex; mansplaining is described as explaining something to a woman in a condescending way that assumes she has no knowledge about the topic. U.S. Equal Employment Opportunity Commission describes harassment as unwelcome conduct based on race, color, religion, sex (including pregnancy), national origin, age, disability, or genetic information. Cambridge dictionary describes emotional intelligence as the ability to understand people's feelings and reactions, and to use this skill to make good judgements and to avoid or solve problems.

I. BUSINESS ENVIRONMENT FOR COMMUNICATION

All of the conversations found in the Appendix 1 are role-play examples of the real life conversations in the workplace. The actual videos of the real life conversations in the workplace are not permitted to use in most countries and workplaces due to privacy policies, therefore, the role-play examples are used. These examples illustrate real problems that are found in real life. I have picked six conversations that demonstrate typical and most common problems in the workplace. Due to easier referencing, the Workplaces, Conversations, and Interactions will be identified by their initial letters in the parentheses as well as their numbers that are provided in the Appendix 1.

1.1. History of Studies of Communication in the Workplace

It has long been noticed that men and women communicate differently. Many people were inspired by these differences to convey studies and find out why the behavior of men and women differ. People like Deborah Tannen, who is a linguistics professor at Georgetown University, and Robin Lakoff, a linguistics professor at the University of California, explore the relation between the language and the gender.

Often there occur fights or disagreements between the different genders, but the reasons of the conflicts are unclear, thus the psychological problems are often assumed to be the case. However, often the reason for such situations is a little bit different and not as complicated. According to Tannen, men see life as a contest, a struggle to preserve independence and avoid failure. Women, on the other hand, see life as a community, a struggle to preserve intimacy and avoid isolation. Of course, every individual is different and not everyone always act the same way; women are also interested in achieving status and avoiding failure, as well as men are also concerned with achieving involvement and avoiding isolation. Nevertheless, neither of the genders are focused on these goals all the time. Women tend to pursue such goals in the guise of connection and men tend to pursue them in the guise of opposition (Tannen, 1990, 25). This theory explains a lot of instances of miscommunication between the genders and their different behavior in certain situations. Men do not feel comfortable being put into positions that are hierarchically lower and provide others the power over their future. To avoid this as much as they can men tend to do everything in their power to either provide less influence over them or establish themselves in higher positions in other spheres. For instance, the conversation *Can You Be Too Nice?* is a great example of men competing and establishing their superiority. It may be added that this and all conversations are found in the Appendices at the end of this paper. Since the men are in the same hierarchical position in the workplace and one cannot have more superiority than the other, they compete in another sphere, which is friendliness. The conversation starts with the first man bringing coffee for the second man. It is seen that both of the men take this gesture as a challenge. The conversation escalates when the second man decides to participate in the challenge and promises to buy lunch for his colleague (WIV, C1, I10). From this

point in the conversation both men are so engaged in the competition that they invent anything they can think of to put themselves in a higher position of altruism. Even though this conversation is meant to be a humorous demonstration of the altruism ideas of Adam Grant, it is also a great example to what extent men might compete with each other only to establish themselves above others hierarchically.

Another example of competition between men is the conversation *Boundaries at Work*. Man 3 is not being ethical and breaks office rules by having private conversations with his clients during office hours on his work computer. Man 2, who is the manager, made several warnings both written and spoken (WVI, C3, I5, I11). Man 3, however, thought he could avoid the rules by bringing his personal computer to work, but when the man received inappropriate videos from the clients and showed the videos to his co-workers, the man again was warned by the manager. The reluctance of man 3 to obey the rules and warnings of the manager demonstrates an unconscious desire to maintain independence, even though the work ethics are violated.

Politeness is a social behavior that is common in every culture around the world. We cannot imagine our day without using proper manners, for instance, at work it is one of the principal rules to be polite to the employers, colleagues, and most importantly clients. Nonetheless, politeness is used differently with regard to gender. Being a woman is so often associated with being polite, that politeness has become a part of femininity. Since childhood little girls are taught manners, how to speak, how to behave, and as adults are frowned upon if they do not follow the rules they were taught as children. Similarly, boys are taught the same manners, the same behavior habits but as adults they act differently than women. One such difference is language behavior.

It was and still is considered necessary for men to be more polite next to women. According to Lakoff, who studied the relation between gender and language in the 1970s, since early age men were taught to speak more politely with women than other men. It is still common today as parents teach their sons to respect girls not only with actions, but with words as well. What is intriguing, not only men but also women use polite language when speaking to other women. Their language style is characterized by the use of features like using more empty adjectives, avoidance of swearing, and including more hedges and tag questions, which demonstrate the willingness to be less direct (Lakoff, 1975, 53-56). On the other hand, linguists like Brown argue that women sometimes are less polite than men. Such behavior might occur due to different social backgrounds that each of the individual grew up in and current social positions that the individual is in. Brown believed that linking behavior to social structure we may understand why women talk the way they do in that specific society and what socio-structural frames are shaping their behavior (Brown, 1980, 133). Therefore, it is mandatory to take into account the social structure and cultural background of the genders in question.

Nevertheless, a study made by Keikhaie and Mozaffari (Keikhaie and Mozaffari, 2013, 79) in one of the Iran cities shows that females tend to be more polite to maintain a good image and reduce the risk of rejection by the society. This phenomenon is rooted in the Iranian culture, but examples from other countries prove that it is more universal and is not defined by only one country. For instance, an opinion poll from AP-NORC made in the United States demonstrates the gender gap in civility. The study revealed that a larger number of men find it acceptable to make jokes about race (27 percent) and gender or sexuality (28 percent) compared to women (16 percent and 13 percent respectively). Moreover, men find it more acceptable and are more likely to use swear words either in public, online, or private conversations compared to women (The Associated Press-NORC Center for Public Affairs Research, 2016, 3).

“Little girls are indeed taught to talk like little ladies, in that their speech is in many ways more polite than that of boys or men, and the reason for this is that politeness involves an absence of a strong statement, and women’s speech is devised to prevent the expression of strong statements.” (Lakoff, 1975, 19). In other words, women are more polite, hence they sometimes might seem uncertain of what they’re saying and for that reason women might not be taken seriously by men or other less polite women. Usually, it is men who use bold statements and more aggressive and direct language, thus people expect men to naturally have such mannerisms and, consequently, they pay more attention to such interactions. This was true in the 1970s, when the author wrote her book. Nevertheless, it is still evident today in many workplaces, where gender issues arise due to the woman being too docile and the man being too straightforward and bold. An example of such occurrence is in Workplace V, conversation 3, when the Woman came into the office of her superior and tried to address the issue that happened earlier that day. It was seen from interaction 5 that the issue was important for the woman and that she felt insulted. Man 4, on the other hand, did not see this as a big problem, given that Mr. Sprouse, who was an important client of Man 4, was the one who insulted the woman. It is seen from *“don’t worry about Bert, he’s harmless”* (WV, C3, I4) and *“he’s got a two million dollar account with us so just ignore him”* (WV, C3, I6). Moreover, the communication style of man 4 seems to be not as polite as the woman’s. For instance, *“Excuse me, Tom, do you have a moment?”* (WV, C3, I1) illustrates that the woman is very polite and cares about other people’s time. The response of man 4 *“Yeah”* (WV, C3, I2) demonstrates that he is not as polite as the woman is. In addition, a phone call interrupted the conversation of man 4 and the woman, which is seen from the interactions 4 and 6 (WV, C3, I4, I6). Brief answers given by man 4 and immediately talking to the phone after clearly dismissing the woman indicates that the phone call was more important to man 4 than the feelings of his employee. This outcome of the situation may be caused by the woman being very polite and unwilling to use stronger and more aggressive communication style. This unwillingness may have caused the man not to take her seriously.

1.2. Types of Environments

At first glance, strong businesses might seem like resolute mountains, resistant to outside factors that could cast them down. But in reality, businesses do not work in vacuum; they operate in a changing environment that directly influences how they operate and whether they will achieve their objectives. Business environment is defined as “*the sum total of all individuals, institutions, and other forces that are outside the control of a business enterprise but the business still depends upon them as they affect the overall performance and sustainability of the business.*” (Toppr, accessed 10.04.2020). This dependence presents not only threats to a business if it fails to react in time to the changes, but also opportunities that the business might use in its favor. The internal environment must be favorable to the business in order to take advantage of the opportunities that the external environment has to offer.

The external business environment is described as a constantly changing influence affecting a business, which is beyond the control of management. In order to compete and operate successfully in the market, business owners and managers have to constantly study and observe the environment and its changes as well as adapt their businesses accordingly. External environment is divided into five main factors, which are global, economic, political and legal, technological, and social (BCcampus Open Education, accessed 11.04.2020).

No business is large or powerful enough to make major changes in the external environment, and for this reason managers can only react and adapt to the changes. The global dimension is an uncontrollable element of the external business environment. Businesses cannot control the factors affecting them that, for instance, manifest in foreign countries. Despite the basic managing functions, such as planning, organizing, or hiring and firing staff, operating the same whether the business is working inside the country or internationally, managers experience difficulties and risks on an international level, which would not have occurred if they stayed on their national business market. These difficulties may be unfamiliarity with another language, the customs, or a problem within the country itself like a natural disaster or a disease spread across the country. In some situations, however, the global element may be influenced by the organization through its strategies. For instance, in recent years, five of the largest companies in the world, which are Google, Facebook, Amazon, Microsoft, and Apple, have spent approximately 50 million dollars on lobbying activities in the capital of the United States in an effort to help policy makers understand the technology industry and the importance of innovation and an “open” internet (BCcampus, accessed 11.04.2020).

Another element of the external business environment is economic factor that reflects the financial conditions in the world. It is one of the most important influences on a business because the fluctuations of economy in the country create business cycles that greatly affect the organizations and individuals within it. For instance, when the economy of the country is growing, the unemployment

rate is decreasing and the income levels are rising, and vice versa. When the economic climate is favorable for businesses, there occur many opportunities for growth in industries like sales, jewelry, clothes, or cars. But some businesses thrive when the economy of the country drops. It may be seen that throughout the pandemic of the Coronavirus large supermarkets and pharmacies as well as delivery services flourish, while other shops and the entertainment sector experience downfall.

Political and legal dimension also has a lot of influence over an organization. The three components of the political climate are the amount of government activity, the types of law it passes, and the general political stability of a government (BCcampus, accessed 11.04.20). For instance, a gigantic company like Siemens AG will consider every factor of the political climate before deciding to locate a plant there: the stability of the government; the restrictions, regulations, and taxation for foreign businesses; import tariffs, quotas, and export restrictions. Businesses are also somewhat controlled by states and local governments, which is implemented by imposing taxes, issuing business licenses, and other regulations.

Technological dimension is one of the most important part of the business environment, especially today as the world of technology is evolving in a rapid pace. Using technologies may promote growth and better efficiency of the business. Applying technology means applying the science and engineering knowledge and skills to solve production and other problems occurring in the organization. New equipment installed in the workplace increases the productivity of each employee, for instance, robots take over the repetitive tasks and allow the workers to focus on other tasks that involve the necessity of knowledge. The real challenge for businesses nowadays is not to enter the market but to survive in it, which means to adapt to the rapid changes as fast as possible. An example of failure to adapt to the innovations in the market is the downfall of Nokia. The brand was known as the creator of the indestructible mobile phone Nokia 3310, also affectionately known as the “brick”. It was famous for its reliability and indestructible model, hence, it became so popular that the brand became the dominating organization during the early 2000s (Helsinkitimes, 2019). However, other companies like Apple and Samsung learned from the success of Nokia and introduced their own smartphones, which was the milestone in the evolution of the smartphone history. In 2007 Steve Jobs presented the first iPhone, which was not only entirely different in appearance but also gave consumers the opportunity to browse the web just as they would on a desktop computer (Tocci, accessed 13.04.2020). These android and iOS phones became so popular in the world that the demand for smartphones changed completely and most of the world started buying only the new android and iOS based phones. Nokia, unfortunately, refused to adapt to the new android system due to the belief that it will never establish in the market. Consequently, a company, which had approximately 50 percent of the mobile phone market share, in only about five years was facing bankruptcy (Helsinkitimes, 2019).

The social dimension in the business environment is undeniably just as important as every other mentioned factor. Demographics is a part of the social dimension. This part of the social factor measures various characteristics of people and social groups that constitute a society. Commonly used demographic characteristics are age, gender, race, and ethnicity. Demographics is at the heart of many business decisions because this aspect of the social factor determines the goods, services, and standards that the society values. Our attitudes, ethics, values, and lifestyles influence what, when, where, and how people purchase services or products. It is quite difficult to predict, define, or measure these things because they are very subjective and depend on the preferences of different people. More importantly, they also change as people age and move through different life stages, hence, it is seen why there were so many fads as the times change.

The internal business environment refers to the culture, members, events, and factors within an organization that have the ability to influence the decisions of the organization, especially the behavior of its human resource (Business jargons, accessed 10.04.2020). In other words, it might be described as the factors inside the business that have influence over its performance, but the business itself has influence and power to moderate the internal environment. The leaders, owners, shareholders, managers, or employees of the companies have a great deal of control over it, which manifests by the decisions made every day, such as which supplies to purchase, which employees to hire or let go, the varieties of products and where to sell them.

The internal business environment consists of six main factors (Business jargons, accessed 14.04.2020). The first is the value system, which consists of the components that are a part of regulatory frameworks, such as culture, climate, work processes, management practices, and norms of the organization. The second is vision, mission, and objectives. Vision describes where the company sees itself in the future; mission defines the business of the company and the reason of its existence; objectives imply the aim of the organization and the means to reach them. The third factor is the organizational structure, which determines the way in which activities are directed in the organization in order to reach its objectives. Delegation of the tasks, coordination, composition of the board of directors, and the supervision are a part of the organizational structure. The fourth is the organizational culture, which refers to the values, beliefs, and behavior of the organization that determines how employees and management should communicate with each other as well as how external matters like meetings with clients should be managed. The fifth factor, without a doubt the most valuable factor in business, is human resources. This part of the internal business environment is so important that the success or the failure of the business highly depends on the human resources of the organization. The final factor is physical resources and technological capabilities. Physical resources include tangible items that are necessary for a business to function, for instance, in order to fully function, a dry cleaning business must have washing and drying machines, steamers, irons,

tables, or racks to hold the clothes. Technological capabilities imply the ability to effectively use technological knowledge for better production, engineering, and innovation. For example, most companies include computers, robots, artificial intelligence based products, and other technologies that improve the quality and the pace of the job done by one person.

Therefore, in order for the businesses to flourish and compete with other organizations successfully, the owners, managers, and employees have to continuously study the external environment and accordingly adapt the internal environment to those changes.

1.3. Gender and Environments

First of all, in order to understand the occurring issues between the genders and business environments, there is a necessity to specify the distinction between the gender and the sex. According to Merriam-Webster dictionary, “*sex is either of the two major forms of individuals that occur in many species and that are distinguished respectively as female or male especially on the basis of their reproductive organs and structures*” (Merriam-Webster Dictionary, accessed 23.02.2020). In other words, all over the world there are people born that are identified either as a boy or a girl by their genitalia. Gender, on the other hand, has a more complex meaning. Another definition provided in the Merriam-Webster dictionary describes gender as “*the behavioral, cultural, or psychological traits typically associated with one sex*” (Merriam-Webster Dictionary, accessed 27.02.2020). Simply put, the word denotes cultural or social roles that are considered appropriate for men and women.

The definition of gender begins with the assignment of our sex, but it does not end there. A person's gender is the complex interrelationship between the three dimensions, which are body, identity, and social dimension (Gender Spectrum, accessed 15.04.2020). The body dimension represents the person's biological sex, which has long believed to be only male or female, but, in fact, there are intersex traits that demonstrates that there are more possibilities in terms of sex. Bodies themselves are also gendered in the context of cultural expectations. Femininity and masculinity are associated with certain physical features, which label humans as either man or a woman. Such gendering of our bodies affects how we feel about ourselves and how others perceive and communicate with us. Another dimension is the identity. Most of the people in the society find that their gender identity corresponds to their sex, which was determined when they were born. Some people, nonetheless, find that their gender identity does not match with their biological sex and, thus, new concepts of gender are created like transgender or genderqueer. It has long been the norm in the society to define gender as being either a boy or a girl, a man or a woman, hence, people often think that these are the only gender identities. The idea that there are only two gender identities and that each individual has to belong to either one or the other gender is called the Gender binary (Gender Spectrum, accessed 15.04.2020). However, many societies nowadays see gender as a spectrum and do not limit it to just two possibilities. People today no longer feel bound by the gender binary and

instead create a broader vocabulary by establishing new definitions for gender, which represent the growing understanding of the experience of gender itself. The third dimension is social gender. This dimension includes how people express their gender as well as the gender roles and expectations of the society, which manifest in the way how individuals, communities, and societies perceive, interact with, and try to shape people's gender. Almost everything is put into gendered frames: toys, colors, clothes. Children learn about these frames from their parents, friends, schools, community, media, and even religion. Children, who do not fit in to these frames, often have a difficult experience. Likewise, many adults with diverse gender expressions have a difficult experience living in a society that is framing gender. However, how we interpret a person's gender and the assumptions we make about others is related to our personal understanding of gender and the norms and stereotypes we have ingrained in our minds. As times change, norms around gender also change, which is seen by various movements and shift in language.

Together with the changing times the perceptions of people and the demand in the market also change, therefore, businesses need to react to this shift. Various research made throughout the decades and various movements like the feminists, equalists, LGBTQ+, and others made the society rethink the standards for the gender roles and gender itself. Though there still are issues in many countries that have difficulties to enter the twenty-first century of equality, today the world is much more liberal and open to the diversity of people, new conceptions, and identities of gender. It is seen by the activities to promote gender equality. For instance, in 2012 the campaign called Let Toys Be Toys started that strives to persuade retailers to stop categorizing toys by gender. What started as a discussion between parents in a UK website called Mumsnet, became an influential force to fight stereotypes and sexism promoted by gendered toys. Other campaigns like Let Books Be Books or Play Unlimited were inspired by this discussion and continue to promote the ideas that children should be able to choose the kind of toys they want to play with or what kind of books they want to read. These campaigns became so supported by the online community that the businesses had to react to this change of the online environment. Fifteen retailers have made changes in their outlets or promised to do so, for instance, The Entertainer, Boots, and Debenhams have all taken down the "boys" and "girls" toys signage in their stores (Let Toys Be Toys, accessed 16.04.2020).

Despite many people uniting to fight the social stereotypes framing people's gender, there are a lot of conservative views that the gender binary should not be changed. Such views are reflected in many workplaces that are not so fast to adapt to the changing standards and rather keep to the traditional norms. Examples like Williams being fired from her jobs and her colleague friends drifting away from her due to Williams changing her sex from a man into a woman (Williams, 2020 in Tedx Talks, 2020) demonstrate how strong the traditional gender norms are and how deeply they have ingrained in people's minds. Hence, due to the refusal of many people to change the worldview

towards the roles and characteristics of men and women, gender issues appear not only in the society itself, but also in the business world. It may be unlikely, but gender issues have influence over both business environments. The social environment is especially important as it affects the internal environment by applying the stereotypes that result in long-term issues between different genders. Stereotypes in the workplace make an impact to the productivity of the company as, on the one hand, the traditional expectations are imposed on men and women, despite the possibility of some women having more skills in traditionally a masculine sphere and some men having more skills in traditionally a feminine sphere. On the other hand, the traditional skills that male and female employees do possess, like women being more empathic and men being more goal-oriented, might be misused or ignored due to the very same stereotypes and differences of gender. Thus, the internal business environment is affected negatively as the full potential of the employees are not used, which respectively influences the ability of the business to monitor and adapt to the changes of the external environment.

The internal business environment might influence the external environment, because both are created and formed by people, hence, everything depends on the worldview and decisions of people themselves. Changes in these views are seen by various signs in the society and the workforce over the past decades and up until recent days. Before women joined the workforce, men dominated in the businesses, thus, the environment inside the companies was very masculine. After women became a part of the business world, the environment started changing due to more women working in a workplace, but since it was decades and centuries that men dominated the business sphere, women had to adapt to the manliness of the environment. *“They are undergoing culture shock that is all the more perplexing because they do not realize they are in somewhat alien, or even hostile, culture.”* (Caplan, 1995, 30). Though the author meant the women in the academic world, her words reflect the situation in general. The gender roles and general attitude towards working women made them feel like they appeared in a completely different culture, which, in a way, was true. The changing of the gender roles, however, brought more women into the workforce. This development increased family incomes, raised the demand of time-saving goods and services, changed the shopping patterns of many families, and made an impact to the ability to balance work and family life. Thus, the internal environment in businesses at such a large scale made an impact to the external environment, which started changing and in return influenced the necessary modifications inside the businesses.

Internal and external business environments are interdependent domains that react to each other as they both change over time. Though the external environment is less affected by the changes inside a business, because, despite the size and power, one company cannot make major changes in the external environment, it is possible to alter it if many organizations work as one towards one purpose. Examples like the change of the gender roles, due to which women became a part of the workforce

and, consequently, new demand appeared in the market, demonstrate the interrelation of the two domains. The comprehension of the gender itself has a great effect on both environments. A broad understanding of gender result in benefits like harmony and acceptance not only in everyday life but also in the workplace. The lack of understanding and refusal to accept a broader definition of gender result in various stereotypes and issues. Many believe that fighting these stereotypes and issues may be started by de-gendering toys that will allow children, and arguably society at large, to enjoy long-term benefits: when children are offered equal choices from an early age, logically they will continue to expect and demand the same equality in their personal, social, and professional lives (Shaw, 2015, Quartz). Nevertheless, as long as the majority of the human kind will not be unanimous towards the gender, its roles, and its characteristics, gender issues will continue to appear.

II. BUSINESS COMMUNICATION

Business is rarely successful without devoted people working to achieve that success. Success is rarely achieved without fluent communication between the people in the business. The communication often becomes unstable due to factors like inequality between the genders in the business, which allows the development of gender issues. Gender issues in business is a great problem, which interferes with the productivity of the employees and the reliability of the employers, consequently, harming the flourishing of the business. However, many issues occurring between the genders may be caused by miscommunication, which is the effect of the clash of the different communication styles possessed by men and women. The differences between the genders, reflected in our society, influence the perceptions of how the leaders in various spheres, but most importantly in business, should achieve success. But are these perceptions correct and should it continue to prevail?

2.1. Equality in Business

Since the beginning of women joining the workforce, there was an obvious difference in treating different genders in the workplace. As women were relatively new to the workforce and were still seen as inferior to men in this field, there was discrimination against them and women found themselves at many unreasonable disadvantages. A few examples of such disadvantages were different norms for appearance, the marriage bar law, the permission to work only in certain jobs, and many more. Even though the feminist movement came a long way and today equality might be taken for granted, many women around the world still feel discrimination and unequal opportunities in the field of business.

One of such instances is the wage gap. Despite many of the job positions now providing equal salaries, there are still some that continue to pay less for women in the same position as men, who receive higher salary. For example, one of the scandals in the Hollywood movie industry is the wage gap between male and female actors. Many of the world famous actresses like Meryl Streep, Jennifer Lawrence, and Viola Davis speak out about the inequality between men actors and women actresses, who get lower salaries than their male counterparts. According to the British newspaper “The Guardian”, a team of economists determined that male Hollywood stars earn 1.1 million dollars more per film than their female co-stars of the similar experience. Sofia Izquierdo Sanchez, of the Huddersfield University, John S. Heywood, of the Wisconsin University, and Maria Navarro Paniagua, of the Lancaster University studied the salaries of 246 male and female actors, who played in 1,343 film between 1980 and 2015. Their results demonstrated a constant existence of a gap that in 2015 was almost the same as it was in 1980 (Doward and Fraser, 2019). Moreover, in a Golden Globes interview, Octavia Spencer, a worldwide famous African-American actress, claimed that in Hollywood women of color receive even less than white women (Spencer in Golden Globes, 2018).

This wage gap between white and black female actors is confirmed by the 2016 Hollywood Writers Report, in which it is stated that “*in 2014, women writers earned 89 cents and minority writers earned 75 cents for each dollar earned by white male writers*” (Hunt, 2016, 16).

Having in mind all this data, it is necessary to ask why there is such wage gap when the equality movement came such a long way in the past forty years. Actresses themselves cannot explain why they get paid less than men, therefore, it is natural to link this phenomenon to the bias of the film producers and sexism. Nevertheless, there may be another reason for such situation, which involves negotiating skills.

A theory may be raised that women are worse at negotiating their salary than men and because of the poorer negotiating skills many women receive smaller wages. It is necessary to ask why women are not as good at negotiating as men. It may be related to the women’s desire to be polite. One example of getting paid less because of this is described in the essay written by a world famous actress Jennifer Lawrence. “*I would be lying if I didn’t say there was an element of wanting to be liked that influenced my decision to close the deal without a real fight. I didn’t want to seem ‘difficult’ or ‘spoiled’. At the time, that seemed like a fine idea, until I saw a payroll on the Internet and realized every man I was working with definitely didn’t worry about being ‘difficult’ or ‘spoiled’*” (Lawrence, 2015). The actress did not want to seem rude, disrespectful, selfish and spoiled, which would affect her image and popularity, therefore, she gave in early into the discussion about her salary. Moreover, later as Lawrence spoke her mind bluntly, straight-forward, and not worrying about what others might feel about her ideas, the man she was working with felt attacked and a little bit intimidated. Having in mind that she did not say anything offensive, personal, or wrong (Lawrence, 2015), this example demonstrates a problem of the attitude towards women and the social norms that constrain their communication.

Women are always worried to be seen as angry, unhappy, and aggressive when negotiating in a style that involves more direct, open, and motivated language. If they do use a bolder communication style, there may be negative consequences. For instance, a professor attempted to negotiate her tenure-track job offer with the Nazareth College philosophy department. She wanted a slightly higher salary than the initial offer, paid maternity leave for one semester, a pre-tenure sabbatical, limited number of new classes that she would teach each semester, and a deferred starting date. The woman also made sure that she was polite and open for discussion. However, Nazareth withdrew their offer of employment and wished her the best in finding a suitable position (Konnikova, 2014). By this example it is seen how women, who dare negotiate more freely and ask for what they are worth to get, are seen as aggressive and spoiled, which negatively influences their public image. Therefore, a closed circle has formed where either of the two choices – to use more gentle and polite approach and receive less, or be more blunt and straight-forward and be seen as spoiled – leave a

woman at a disadvantage. This closed circle may be identified as indirect discrimination against women. Such tangible occurrences like wage gap, dress code applied only for women, and marriage bar may be fought against openly by both men and women, but more intangible instances like imposed politeness issue still lacks attention.

Another issue with equality in business concerns not only women but also men. According to AP-NORC poll, conducted on 16-21 January, 2020, forty-three percent of women surveyed claim experiencing at least some type of job-related discrimination, either getting a job or equal pay because of their gender, and nineteen percent of men report having been discriminated because of either of these reasons due to their gender (The Associated Press-NORC Center for Public Affairs Research, 2020). These statistics prove that, although women still experience inequality in business and career making, they are not the only victims of gender bias and imposed gender roles. A survey made in the European countries revealed that men most often indicate an experience of discrimination in real estate activities and human health and social work activities – these are the sectors where women experience discrimination at an average level (Eurofound, 2018, 5). The survey made an interesting finding, which is the relationship between discrimination against men and the stereotypical women sectors. In healthcare, which traditionally is a feminine sector, men on average feel more discriminated against, whereas on sectors like mining and construction, which are associated with masculinity, discrimination levels are very low for men, but very high for women. An interesting hypothesis was raised by the surveyors about the exception in the education sector. Historically, education has been known as a sector that is dominated by women at teacher level, but men concentrated in higher ranking roles like headmasters. Having in mind the above mentioned finding, an assumption can be made that men feel more discriminated against in lower ranking professions that are stereotypically dominated by women (Eurofound, 2018, 5).

2.2. Gender Issues in Business

There are a lot of gender issues in business, especially for women, as they joined the workforce later compared to men. Gender issues are the result of stereotypes that ingrained in our society over long periods of time. Stereotyping women as housewives, caretakers of children, and having lower mental abilities compared to men as well as stereotyping men as the head of the family, breadwinners, and having the last word in every conversation left a great impact in every sphere of life, and the business is not an exception. Women spent many decades fighting for equal rights in business, which was hard, given the level at which the stereotypes ingrained. Even today, though the equality movement reached a lot of victories like women constituting nearly half of the workforce, the stereotypes have not vanished completely, and for this reason there still occur plenty of incidents, misunderstandings, and conflicts in business life related to gender issues.

One of the gender issues is that women get less promoted than men. The Catalyst provides a pyramid that demonstrates the relation between women and higher status positions in the workplace (Catalyst, 2020). It is seen that the higher the position, the less percent of women constitute that position. According to this pyramid, only 5.8 percent of women are CEOs and only 11 percent are top earners. The reasons for such results have several theories, one of which is that there is a lack of female role models in the workplace (Wilson, 2019). However, the theories of Tannen might be applied here that also explain why less women are promoted. As the author introduces the differences between men and women, Tannen claims that many of the issues, fights and misunderstandings come from the inability to recognize the different communication styles of genders.

Another stereotype that women talk more than men has been fueling gender issues at work for many decades. Women are often thought to chit chat about everything and men have discussions about serious issues, politics, economics, and so on. In reality, many women complain that their husbands, brothers, or friends do not talk to them, but as soon as the men are in a group of friends or having discussions with groups of people, they have plenty to say. Such situations, as well as many studies, demonstrate that women tend to talk more in private conversations and men tend to talk more in public while speaking with groups of people. Tannen explains that, while women seek intimacy by informing their partners, brothers, or friends about what happened throughout the day and how those experiences made them feel, men simply do not voice their thoughts if they find it unimportant and irrelevant as information (Tannen, 1990, 83). While talking to groups of people women tend to say less because they cannot seek for intimacy and connection with a group of people, but men, on the other hand, tend to talk more because, firstly, they inform people on something that seems relevant and secondly, they rival with other members of the group for the status of who's better at something or who has the best stories to tell. This creates friction between men and women, which results in quarrels and eventually into gender issues.

Paula Stone Williams, a transgender woman, shared her experience in a 2017 Tedx conference about the gender issues that she experienced after becoming a woman. One of the issues was that she was not taken serious when in the airplane she tried to take her seat which was mistakenly occupied by a man. She repeatedly tried to explain that the seat was hers but the man instantly dismissed her protests and kept insisting that it was his seat to the point where a flight attendant had to check both tickets and direct the man into his actual seat. Moreover, as Williams and the man argued over whose seat it was, a line formed in the passage way behind the woman and another man said "*Lady, would you take your argument elsewhere so I can get in the airplane?*" (Williams, 2017 in Tedx Talks). Before Williams decided to change her gender, she got into plenty of the same situations with people taking wrong seats. The difference was, however, that the men in the wrong seat would immediately check their tickets to see if they are wrong or right and there would be no quarrels. Moreover, no one

would make such remarks as the man in the line mentioned above, who immediately assumed that it was the woman's fault of causing the argument over whose seat it was. Another instance of the gender issues that the woman experienced was when she went to a business meeting. During the discussion she got angry and assumed that she would be allowed to express her anger, because as a male she certainly was allowed to do that and it would be considered to be just a sign of passion for the subject of the discussion. Surprisingly, Williams was taken as too emotional (Williams, 2020 in Tedx Talks).

The stereotype that women are too emotional appeared many centuries ago and it still prevails in many cultures around the world. The experience of Williams proves that it has not disappeared and is still a problem that creates many issues in the modern world. Nevertheless, the reasons of the appearance of this gender issue, like many others, might be explained by the theories of Gray and Annis. In their book the authors claim that men are just as emotional as women, but, contrary to the women showing their emotions and seeking to share them, men tend to conceal their feelings with exceptions in special situations when they are under high stress (Gray, Annis, 2013). In other words, while women seek connection with others by showing their emotion and also to solve their own problems by voicing their thoughts that might lead to solutions, men seek space and solitude, which allows to work on their problems independently. These tendencies are the signs of different communication styles that are often unnoticed and their signs misunderstood. Hence, stereotypes about gender behavior comes from such misunderstandings and misinterpretations that in the long term result in gender issues.

Another common issue between the genders is the so-called mansplaining. According to Merriam-Webster dictionary, to mansplain is a term that means to explain something to a woman in a condescending way that assumes she has no knowledge about the topic (Merriam-Webster Dictionary, accessed 31.03.2020). Many women all over the world feel that they have been subjected to this phenomenon. Goodwin also shares her experience about people, almost always men, constantly trying to explain a subject from her own book (Goodwin, 2018). When she drafted a table to better explain what mansplaining is and posted it on her social media account, Goodwin did not expect it to go viral and receive thousands of responses from both men and women across the world. Most women demonstrated passionate support for the diagram and the ideas in it asking for permission to share it in their own environment. The responses of men, on the other hand, were more mixed. Some found it useful to know when mansplaining takes place, some, ironically, responded with mansplaining, either explaining sexism to women or asking how women would learn if men did not share their knowledge. Others commented that men act that way towards men as well and women should respond like men do. In other words, *"men agree that men do this a lot, but men aren't going to change, so women should adopt the 'masculine' norm"* (Goodwin, 2018). These examples show the problems in many societies and the present norms that promote this behavior. Moreover, this

behavior creates a deeper issue to the subjects of mansplaining. The more somebody is treated as if they do not know what they are talking about, the more they begin to question whether they do, in fact, know what they are talking about. Hence, psychologically mansplainers demean others by sowing the ideas of inferiority and incompetence. More importantly, the subjects of mansplaining feel less valued, consequently their productivity and motivation at work drops. Comparing the unity of women's responses and the diversity of men's responses, it is clear that most men only started to address the gender issues and the topic of equity. The negative responses may be a result of men's fear and unwillingness to give up the privileges that they receive as a part of the male gender.

“There is no way a well-educated white male can understand how much the culture is tilted in his favor. There's no way he can understand it because it's all he's ever known and all he ever will know. And conversely, there's no way that a woman can understand the full import of that because being a female is all she's ever known.” (Williams, 2017). The words of Williams brilliantly illustrate the reasons of the ignorance towards the gender issues and the slow progress of their solution. Men cannot imagine what it means to be a woman and what they deal with on a daily basis, and correspondingly women cannot understand what it means to live as a man and what they have to overcome every day. Even though over the past hundred years the world has stepped a huge step forward in terms of equality, the journey is not over yet. In order to achieve gender equity, firstly, it is needed to change the social norms of society and the ingrained roles of each gender, which are still subtly imposed by the media, various businesses, and people themselves. When the female traits are respected just as the male traits, regardless of which gender demonstrates them, only then it may be declared that we have achieved gender equity.

2.3. Differences of Communication

Conversations are an inevitable part of this world. Almost everywhere we go there are people with whom we have to talk. Even though people of the same country speak the same language, sometimes they do not understand each other. The reason for this is that there are certain differences of communication between the different groups of people, consequently, those groups sometimes misunderstand each other. For example, there are numerous cases of misunderstandings between men and women, which result into fights, bigger conflicts, and even prejudices and stereotypes. These misunderstandings occur due to rules and expectations of behavior and the usage of language that every man and woman have to deal with in their life. Most people do not realize why they cannot talk to each other without entering into conflicts, and those, who do realize that the differences between the genders are at fault, still cannot comprehend where those differences come from. To identify the reasons for the differences of the communication between the genders, it is necessary to identify the differences themselves at first.

One of the distinctive features of the communication of women is the so-called “women’s language” (Lakoff, 1975, 8). Lexically, it is seen that women talk differently than men, for instance, women might describe colors in many different ways like lavender, mauve, beige, khaki, champagne, ivory and many more, whereas men usually describe them as basic colors that we learn as children like red, white, purple, black, orange, brown, or green. Stereotypically, if a man uses such distinct words to describe different colors, then he is considered mocking a woman, being a homosexual, or a decorator. According to Lakoff, such discrimination against colors occur because men tend to relegate to women the things that are not of concern to them or do not involve their egos. In other words, there is still a notion in the heads of many men that women are not expected to make crucial and difficult decisions on important matters, thus, they are relegated to the less important tasks. A part of miscommunication at work is due to such mentality still possessed by some men, which results in discrimination conflicts.

According to Lakoff, in the 1970s women’s speech in general seemed to contain more hedges like “well”, “you know”, “kinda”, and so on (Lakoff, 1975, 53). Today, on the other hand, this feature is different as men use just as many if not more hedges compared to women. This is a consequence of the equality movements that seek to reduce the gap between different genders and provide equal opportunities not only in the workforce, but in culture as well, which also include language.

Nevertheless, there are still many distinctions concerning the language of men and women. For instance, the sentence may be exactly the same, except for one “meaningless” particle and it is very visible that either a man or a woman is speaking. Two homogeneous sentences, except for one interjection in the beginning, demonstrate the tendencies of the different genders: *Oh shoot, I dropped the phone on the ground* and *Shit, I dropped the phone on the ground*. The first sentence would be associated with a woman and the second sentence – with a man. This is because society’s standards with regard to language for men are lower than those for women. The reason for that is the gender roles imposed on both sexes, especially on little girls. They are always taught to be graceful, docile and, compared to boys, are chastised more severely for throwing tantrums, getting into fights, and returning home all dirty. Therefore, it is natural that women are frowned upon when they fail to live up to the expectations of being a typical woman.

According to Lakoff, the exception of the usage of such language is the scholar world. Women who have academic degrees or are a part of the academic life tend to use less of “women’s language” compared to women who do not have an academic degree. This phenomenon may be caused because more educated women feel to have more power in the real-world opposed to less educated women. The author believes that the academic community is more egalitarian than the general society in terms of gender roles and expectations.

This phenomenon called the “women’s language” sparks interest, because we believe that men and women are living in the same environment. If everyone are born and brought up in the same conditions, brothers and sisters grow up in the same families, where do men and women learn how to speak and hear others differently? The answer to this question may be found in our childhood. Despite growing up in the same environment, girls and boys live in different worlds. Others talk to them in different ways and in return expect them to behave and talk differently as well. Children learn how to communicate and behave not only from their parents but also from their friends. This has been seen throughout many decades of observation of the behavior of children. Anthropologists Daniel Metz and Ruth Borker summarize the research made in the second half of the twentieth century that demonstrates how girls and boys communicate differently with their friends. Although boys and girls do play together, most of the time they tend to stay in the same-sex groups. Moreover, their favorite games and the usage of the language in those games differ (Metz, Borker, 1982, 203-209).

Boys tend to play in larger hierarchically structured groups. Such groups have leaders that tell others what to do and resist unappealing ideas of others. These leaders achieve high status by giving orders and making other boys stick. Another way that boys compete for high status is making jokes or telling stories and challenging the stories of others. Most games of boys have winners and losers as well as complex sets of rules. Lastly, to get status, boys tend to boast about their skills and argue who is better at what.

Girls, in contrast, play in small groups. The center of the girl’s social life is her best friend. The most important thing within the group is intimacy and relationship. Many of their games do not have losers and winners like in the boys’ games. Girls are not expected to boast about their skills and differentiate who is better at what. Moreover, they rather make suggestions than give orders, otherwise giving orders will be considered as being bossy. They also do not challenge each other directly to seek status, but rather seek for acceptance and popularity, which is also a kind of status but based on connections. Overall, girls do not wish to compete for status in an obvious way, they are more concerned to be liked by other girls.

Though these studies were made more than 40 years ago, it is seen that there are still many similarities to the playing habits of today’s children. Having in mind that communication styles of different genders are influenced by the early childhood experiences of those genders, it may be stated that the most specific features of male and feminine communication styles have not changed. It also means that many of the society standards for the behavior of men and women still remain the same.

These observations about the behavior of children explain why men feel so uncomfortable being put into hierarchically lower positions and seek for a higher status and why women tend to communicate in a milder and more appealing way to others. Taking in to account these observations, a relation to the above discussed gender issues can be made. Firstly, the stereotype that women talk

more than men, which creates issues, especially in the workplace, may be connected to the inability to note the different nature and styles of each gender. Most men and women tend to assess the behavior of others according to their own standards and communication styles, thus they often miscommunicate and interpret the message of others incorrectly. This misinterpretation causes many conflicts that are mistakenly considered as sexism or bias against a specific gender.

Secondly, the stereotype that women are too emotional may be based on diverse habits of the different genders. As was mentioned earlier, women seek connection and intimacy, thus they tend to ask more questions or talk more in person to ensure that their interlocutors feel involved in the conversation and that they are valued. What is more, women are willing to listen to the experiences and the emotions of others because women themselves tend to share their experiences and emotions, which is how they cope with stress. According to Gray and Annis, by sharing her experience, a woman is, in a way, listening to herself think and due to this habit she is able to recall, connect, and release her memories, which, in the process, allows to find a solution and, at the same, time relieve her stress (Gray and Annis, 2013). Due to these attributes of most women, the image of women themselves became warm, caring, and affectionate, consequently, being emotional also became associated with this image. Men, in contrast, seek solitude and tend to be self-reliant, hence, an emotional outburst does not demonstrate self-control. This mindset, learned in childhood, is promoted everyday through the social image of a male character that is demonstrated as heroic, fearless, and usually dealing with difficulties alone. Such image of men tells a lot about what is expected of them, what they expect from themselves, and what is considered an ideal male behavior in our society. Taking into account the two very different mindsets, styles, and expectations, it may be understood why the stereotype of women being too emotional takes place in our society and, more importantly, in business, where the male behavior is considered as the norm.

Having in mind these different communication styles it is now understandable how men and women behave in the workplace and why some of them experience success while others do not.

2.4. Styles of Communication and Perceptions of Success

In many societies, there prevails a message for women that if you want to succeed in business, act more like a man. Goodwin shared her experience about mansplaining and some men in her words responded with: *“men agree that men do this a lot, but men aren’t going to change, so women should adopt the ‘masculine’ norm”* (Goodwin, 2018). In order to achieve success at work, women are expected to adopt the masculine form of communication, which is considered the key for achieving the success. Paradoxically, women who do use masculine mannerisms at work are labeled as bossy, aggressive, and less competent. Nevertheless, those who do get promotions and become leaders often experience failure for the same reasons that they were promoted. It is important to ask why there are so many leaders that are incompetent to carry out their own duties.

The business world favors those who have what to say, look motivated, and, most importantly, are charismatic. Impressive language and performances during meetings, presentations, or interviews may open many doors in the workplace, including promotion possibilities. Therefore, when an employer sees such subordinate who possesses impressive self-expression skills, it is natural for them to consider the rising opportunities of such employee rather than a more reserved and quiet one. However, often when a confident worker climbs up a step into a higher position, they find that the competence that is needed to maintain the position is lacking. For this reason the company experiences difficulties and eventually a downfall as the promoted worker fails to live up to the expectations of the position. This is an example of the many instances that are seen in business when confidence is mistaken for competence. Consequently, for decades we have tricked ourselves to believe that men, possessing impressive self-expression qualities more often due to being more competitive, are better leaders than women, who are often more reserved and gentle during public speaking. It may be seen by studies revealing that men hold 62 percent of manager-level positions, while women hold just 38 percent (Huang, Krivkovich, Starikova, Yee, Zanoschi, 2019). But is this belief, saying that impressively speaking men are better leaders, right?

George H. W. Bush is an example of an impressive person rising to a position for which he did not have enough or the right skills. He had the best resume in Washington – congressman, U.S. envoy to China, national chairman of the Republican Party, director of the CIA, and vice president for eight years (Genovese, 2010, 60). He was elected after the Reagan revolution when America was still in the afterglow of his presidency, though Bush was not a true Reaganite believer. According to Genovese, Bush was more cautious, more moderate, and more pragmatic than Reagan. Given that it was the time of the fall of the Soviet Union and the end of the Cold War, the nation needed a leader, who would set a new direction, purpose, and have a new vision for the country. However, as Bush was a great manager because he operated well when he had a clear goal to achieve, like the Gulf War, he was not a great leader because at the time of the change and in need of deciding a new directive and priorities Bush floundered.

Similarly, many other historical figures emerged as leaders but eventually experienced difficulties and failure due to lacking certain skills. Adolph Hitler, who was a brilliant spokesman and managed to captivate so many people with his speech and become a powerful leader, eventually appeared to be lacking some qualities in leadership like empathy and self-regulation, which was the reason for his downfall. Donald Trump, another famous person and a well-known leader in today's world, also emerged as a charismatic public speaker when the whole world was watching Trump's election for the president of the United States. During his three years of presidency, Trump received a lot of criticism for his actions and language, which especially influenced the country's political culture by making the public expression of hate-based and extremist attitudes more acceptable

(Duignan, 2020). Both of these historical figures became the most powerful people in their countries with the help of their charismatic way of speaking that won over many people, but they were experiencing difficulties in their positions due to lack of one of the most important attributes that a leader should possess – emotional intelligence.

Emotional intelligence, according to Cambridge dictionary, is the ability to understand the way people feel and react and to use this skill to make good judgements and to avoid or solve problems (Cambridge Dictionary, accessed 2020). Goleman provides five components that compose emotional intelligence. The first component is self-awareness, which the author describes as a deep understanding of one's emotions, strengths, weaknesses, needs, and drives. People, who have developed this attribute, are not over critical or unrealistically hopeful, but are rather honest with themselves and others. The second component is self-regulation, described as the ability to control our feelings. People with developed self-regulation feel bad mood and emotional impulses like everybody else, but rather than giving in to these impulses, they find various ways to control them and even channel them in useful ways. The third component is motivation and it is explained as the drive to achieve beyond expectations, both others and your own. Many people are motivated by external factors like a bigger salary or receiving the benefits of a higher position and being a part of a big company. By contrast, people, who have leadership potential, are motivated by a deep desire to achieve for the sake of achievement. The fourth component is empathy. The word itself, at first glance, does not match with the conception of business and the tough reality of the marketplace, which is why this attribute is not often praised and promoted in business life. But as a part of emotional intelligence, it does not mean to adopt the emotions of others as your own and try to please everybody. Instead it is explained as thoughtfully considering the feelings of employees, as well as other factors, while making intelligent decisions. Such people use their knowledge to improve their companies in subtle but important ways. The fifth and the last component of emotional intelligence is social skill. It is not just a matter of friendliness towards others. Social skill is rather described as friendliness with a purpose. In other words, it means moving people in the direction that you desire, whether it is done by making a business agreement or showing enthusiasm for a new product. (Goleman, 1998, 84-91).

The first three components deal with the person's ability to manage their own feelings, but the last three concern a person's ability to manage relationships with others. Although typically these attributes are not often welcome in business, it is seen that most successful leaders, such as Elon Musk, Jeff Bezos, or Oprah Winfrey, do have high emotional intelligence. A conclusion can be made that emotional intelligence, despite other crucial skills, is the key to the success of the business.

Despite the popular opinion that women outperform men in emotional intelligence, the studies demonstrate that men and women are equal in the overall emotional intelligence (Fischer, 2018).

Nevertheless, men and women possess different strengths or competences of the emotional intelligence that are considered specific to particular gender. Most women naturally possess such qualities as caring for others and considering the feelings of others, which was discussed earlier in the passage talking about women constantly worrying about the feelings of others and, consequently, picking their words and expressions carefully. It is confirmed by Andrews, who noted that, in general, women tend to score higher than men in such areas like empathy, interpersonal relationships, and social responsibility. Men, in contrast, tend to score higher than women in such areas like assertiveness, stress tolerance, and confidence (Andrews, 2019). Such contrast may be explained by the physical differences of men and women, which are found in the brain structures. The author, however, believes that socialization, which is explained as the process of learning to behave in a way that is acceptable to society, may have more influence over the genders in shaping who they become in society. Before mentioned factors like friends, parents, media, and gendered toy sections in the stores send messages to each person directly or indirectly telling us what behavior is expected of each gender. Girls are taught to be nurturing, care about others, show their emotions, get along, and be empathic. They learn that the process is more important than winning and that relationships are the key to succeed. Boys, on the other hand, receive a very different message towards their behavior. They are taught to be competitive, confident, assertive, and even aggressive. They also find out about hierarchy and that winning is the most important thing. Having these tendencies in mind, it is now understandable why women show higher scores than men in such emotional intelligence skills like empathy and interpersonal relationships, and men outperform women in assertiveness and confidence.

Hence, it is no surprise that most men and women are characterized by the same qualities they were taught as children and are expected to behave that way, the business world being no exception. When most people, in spite of being male or female, imagine a leader of a big company, they naturally associate the leader with male qualities like competitive, confident, decisive, assertive, and independent instead of empathic, collaborative, supportive, or relationship-oriented. These two different sides are called agentic and communal leadership, which are based on the biased leadership styles of men and women. The prevailing problem in the business world is that the preferred leadership is agentic, thus the women, who break through the glass ceiling and become leaders, are expected to demonstrate the male qualities. Paradoxically, women who demonstrate male qualities are frowned upon. This paradox creates the double standard that favors men, consequently, women, who decide to become leaders, are heavily burdened. The agentic perception of success in business puts not only women at a disadvantage, but also men, who possess more humble and self-contained styles of expression.

The perception of a leader in business, fortunately, is changing, but the change is not fast enough. The solution to aid the change is, firstly, to change our own perception of what it means to be a good leader. Studies showed that when women succeed in top level positions, they are more likely to be viewed as highly agentic, and their communal characteristics are more likely to be considered beneficial due to the changing construction of what it means to be a good leader (Rosette, Plunkett Tost, 2010, 233). In other words, successful leaders not only have to focus on achievements, be competitive, decisive, and independent, but also have to recognize the importance of building strong relationships, collaborating with others, and taking care of their employees through coaching and development. The studies on leadership and emotional intelligence as well as examples of historical figures like Barack Obama, Mahatma Gandhi, and Oprah Winfrey confirm that in order to be a good and successful leader, it is necessary to own all five components of emotional intelligence. Secondly, it is important to understand that not all women and men fall into the gender specific tendencies mentioned above. There are many different people with diverse strengths and weaknesses despite their gender. However, according to Goleman, even though scientific research strongly suggests that people are born with certain levels of empathy, self-regulation, or self-awareness, psychological and developmental research indicates that these components can be learned and developed. Unlike personality or IQ, emotional intelligence may improve with age, or may be developed with effort. It is not easy, it is time consuming, and it requires a lot of motivation and dedication, but it is not impossible. As Emerson wrote, *"Nothing great was ever achieved without enthusiasm"* (Emerson in LMA, accessed 07.04.2020).

Therefore, as the times change and the society's perceptions in many aspects, including how to achieve success in various spheres, also change, we may be hopeful that more opportunities for both men and women will emerge to become successful leaders. In fact, developing each of the five components of the emotional intelligence, despite being a man or a woman, having more skill in masculine or feminine qualities, being a CEO of a company or an average person in a community, will ensure wider career possibilities and contribution to a more self-conscious and happy society.

III. VARIETIES OF ORAL INTERACTION

Oral communication is the most frequent interaction of human beings. It is our natural reaction to use words when we want something and there is a need to obtain it, for instance, if a girl is hungry, she will ask her mother for food. This is a basic instinct, therefore, it is only natural that oral communication is used in every sphere of a human's life, including the business. There are many different ways to communicate in the workplace. A few examples of such interaction are casual conversations, jokes, orders and directives, reprimands and apologies, and information. Sexual harassment is also included as a type of interaction.

The intonation of the speech, facial expressions, and body language of the speakers are just as important as the words of their speech, because all of those elements are also a part of communication. The way how something is said is just as important as what is said, for the meaning behind the words and the intentions of the speaker are subtly revealed by the body language and the intonation that the speaker is showing. While the words alone might not seem to convey any inappropriate or disrespectful messages, the intonation or facial expressions may expose sarcasm, anger, skepticism, harassment intentions, admiration, or other emotions, thoughts, and intentions. For instance, a male employee may tell his female colleague that she looks nice today with a clear tone, neutral body language, and a friendly facial expression, and the female worker would take it as a compliment as well as feel flattered by a friendly attention. However, if the male employee told his female colleague that she looks nice today with a husky voice, suggestive body language, and appreciative as well as flirty facial expression, the female worker would feel uncomfortable due to the subtle messages sent by the man's body language. Therefore, even though this research paper will not focus on the intonation and body language of the speakers, it will be taken into consideration while analyzing the conversations.

3.1. Casual Conversations

The most common type of interaction seen at work is a casual conversation. Colleagues, managers, and other employees use this communication method constantly in order to strengthen the friendship between each other or simply maintain a pleasant environment in the workplace. Nevertheless, it is possible to extract a lot of information from, at first glance, a simple every day interaction at work. Our communication styles give away such information as our worldview, experience, feelings, and even our age.

The first example of how much a simple conversation at work may provide information about the people participating in that conversation is Workplace I, found in the Appendix 1, which provides two conversations, the first being between two women of the same hierarchical position and the second being between one of the women from the first conversation joined by a man who is superior to both women. Given that this whole interaction is taken from Kantola Productions, which is an

organization producing business training videos, the target audience of this interaction is organizations of every size and structure, from a company of ten to a government entity of tens of thousands of people. The aim of the conversations in the first workplace is to demonstrate poor receptionist skills. The style of both conversations is informal due to contractions used by both women and the man throughout the whole conversation: *I'll, that's, you're, here's, I've, how's, didn't*, and etc. In addition, such words like *yeah, hi, hey, guy, totally* would not appear in a formal conversation where the language is strictly professional and, thus, denote the language as informal. Such type of communication is also important, because the informal language sets a relaxing mood so that the employees would not feel restricted and stressed. For instance, the man in the conversation is superior to the woman that he talks to and by talking with her in an informal way he ensures that he leaves a friendly and helpful impression, consequently, creating a healthy working environment. Concerning lexical density, it is known that written and formal texts tend to be more complex and pack quite a lot of information in a text. However, given that this conversation is informal and spoken, the lexical density is low. It is seen by articles (*the headset, a guy, a lot of, a million*), pronouns (*I, he, you*), conjunctions (*and, for, but, so*), question tag (*does it*), prepositions (*for, over*), adverbs (*absolutely, totally*) that dominate over nouns (*Human Resources, retirement, departments, employees, extensions, headset, sales, clients*), verbs (*sign, called, knew, help*), adjectives (*comfortable*). The effect of the low lexical density is easier communication, as all of the participants understand each other without much effort.

Stylistically, it is evident that the women's communication style occurs in the first conversation. Firstly, the words *absolutely, totally*, and *guy* as well as hyperbole "*I've done this a million times*" (WI, C1, I6) indicate that it is not only a woman, but that she is young. Secondly, women tend to look out for each other, which is what the second woman is doing for the first. By volunteering to cover for woman 1, woman 2 demonstrates care and kindness towards her colleague. However, due to the second woman being inexperienced, the first woman is slightly hesitant to leave, which is seen from the suspension points "*all right...*" (WI, C1, I7) and a polite question "*are you sure you're comfortable*" (WI, C1, I3). The fact that woman 1 is being polite and asks if her co-worker is comfortable doing the job indicates subconscious care for the feelings of another person. In other words, she does not want to make her colleague feel unqualified and demean her by directly expressing her doubts about her capabilities to do the job. In the second part of the conversation, it is clear that the man is superior and the second woman is inferior. The man's question "*how's it going for you so far*" (WI, C2, I1) indicates that he knows she is new in the business and cares about her performance. Moreover, the sentences "*a guy just called for you*" (WI, C2, I2) and "*actually I have a lot of clients named John*" (WI, C2, I5) state that the man is holding a managerial position, whereas the woman is in a lower hierarchical position. There is a hint of irritation in the man's voice which is

noticed from the sentence “*that doesn’t help me if I don’t know who I’m talking to, does it.*” (WI, C2, I7) The irritation of the man and the hesitation of the first woman is caused by the poor receptionist skills of the second woman. This is a case of a miscommunication in the workplace caused by different expectations. The first woman and the man expect precision and professionalism in the workplace, but the second woman expects friendliness and thinks that being friendly with the clients is more important than being precise. Consequently, the man is irritated by the second woman’s inability to adjust to the style required in the office.

Another example of a casual conversation at work is the third Workplace, which is divided into two Conversations. In the first Conversation there are two people and in the second Conversation there are four people in the same hierarchical position, which is seen from the way they communicate with each other. For example, nicknames like *spoilsport*, name shortenings like *Rico* and *Danny* also indicate that the two people are friends and that they feel free to address each other in informal manner. Moreover, the first woman tells jokes and creates physical contact that would not be appropriate for a superior. The style of the conversation is informal, which is seen from contractions (*how’s, I’ll, you’re*), very informal words used only in casual speech (*gotta, ya, gonna*), and phrases that appear usually only in an informal language (*cough it up, back off, I am up to here, I’m out of here*). The lexical density is quite high due to metaphors and various implications that are not said directly. For instance, “*I need some chocolate. Come on, Rico, you’re a diabetic*” (WIII, C1, I5) demonstrates that the first woman is feeling tired and sleepy, thus, she wants to have some chocolate to boost her energy. Knowing that the first man is diabetic, she makes a remark implying the stereotype that if you eat a lot of sweets, you get diabetes. In other words, because the second man is diabetic, he is carrying around chocolate. “*You know I like the thrill of the hunt*” (WIII, C1, I9) implies that the first woman enjoys looking for and finding the chocolate, but by calling the first man *Spoilsport* she reveals that he is ruining her enjoyment. By using the idiom “*I am up to here with...*” (WIII, C1, I21), the first woman means that she can no longer stand the behavior of her colleague. Most of these expressions are extremely insulting, because the conversation is an example of harassing colleagues in a workplace.

The style of communication of the first woman with her co-workers is rather bold and rude, but at the same time quite manipulative compared to the first man. For instance, the woman keeps provoking the man into an argument, though he obviously shows his discomfort. After the woman tells the first sexist joke – “*No no no, a man’s job is taking out the trash, carrying the luggage, and killing the spiders.*” (WIII, C1, I11) – the man’s discomfort is evident as he does not laugh from the joke but is rather insulted by it. Moreover, after the first woman asks if he heard a joke of a famous media persona, his response “*No, which is fine by me.*” (WIII, C1, I12) indicates that he does not want to hear any other joke. The woman does not stop and, despite the protests of the man, she tells another

sexist joke, provoking the man into a quarrel. In the heat of the argument, when the man tries to stop it before it gets out of hand, the woman continues to further provoke her colleague until he loses his temper. When the man reveals that he is seeing a psychologist for anger management classes, she continues to make insulting comments like “*maybe you should ask your shrink for something calming.*” (WIII, C1, I25). A comment like this, especially after making sexist jokes and remarks about a possible disability of the man, would always trigger irritation and anger. In the second conversation, the first woman manipulates the second man into feeling guilty by saying that she really values her career and later adding that, even though it was not the first man’s fault, the complaint about the argument will still go into her file and it will harm her career. The second woman was also indirect in letting the others know that she thought one of her colleagues was homosexual. Both of the men, however, were straightforward and expressed their feelings without any figures of speech: the first man apologized for the inconvenience caused by the argument, and the second man commented about the second woman’s clothing very straightforwardly.

There are serious gender and sexual orientation issues portrayed. Firstly, the first man says that “*being a predator is a man’s job*” (WIII, C1, I10). This is not offensive, but it is revealing the stereotypical image of a man, who is viewed as aggressive and strong. However, the first woman’s answer to this is very offensive towards men and shows stereotypical image of a man: “*no no no, a man’s job is taking out the trash, carrying the luggage, and killing the spiders*” (WIII, C1, I11). This response is discriminatory and obviously makes the first man feel irritated. Furthermore, the first woman ignores the protests of the first man and tells a sexist joke: “*Why are men like parking spaces? Because the good ones are all taken and all that’s left are the handicapped.*” (WIII, C1, I15). This comment obviously upsets and angers the first man, because he tries to draw the line of being professional and friendly at work and the first woman crosses that line. She obviously does not understand that her actions are not appropriate, which is seen from “*obviously I said something to upset you, I’m not really sure what*” (WIII, C1, I25), and continues to insult her colleague further: “*maybe you should ask your shrink for something calming*” (WIII, C1, I25). In the second part of the conversation, the inappropriate behavior is also seen. The second man makes a comment about the second woman being dressed inappropriately, which distracts him from work. The second woman’s response reveals that not only does she think that her clothes are inappropriate for an office, but also comments about her attractiveness. When the first man asks “*how’s a guy supposed to focus on his work with those kind of distractions*” (WIII, C2, I1), the second woman answers “*He’s not. Unless he paddles from the other side of the boat, if you catch my drift*” (WIII, C2, I2). In other words, she is saying that every man in the office should be distracted by her clothing, unless the man is homosexual, which is clarified by her next comment about her colleague. “*I told an innocent gay joke the other day and he looked crushed! Plus, I mean, he seems totally unimpressed with my womanliness.*” (WIII,

C2, I2). The second woman automatically makes assumptions that if a man does not find her attractive and does not enjoy discriminatory jokes at work, then that man is homosexual. Such stereotypical and discriminatory views are strengthened by “*that’s just not natural!*” (WIII, C2, I2). Her comments obviously make the first man feel uncomfortable and angry, which is seen from his response “*You know what, Ola... Forget about it, I’m out of here*” (WIII, C2, I9). Both women in this conversation cross the line between being professional and unprofessional in the workplace. Because of their way of communication, they both do not seem to understand the inappropriateness of their comments and behavior and the consequences it may have.

Workplace IV provides another example of a casual conversation at work, which is between two men of the same hierarchical position in the office. This conversation is a demonstration of two colleagues who are too polite with each other to the point where they start to compete against one another. The target audience may not be only the office workers, but also anyone who has to work and communicate with other people, because this is an example of altruism and the benefits of the care for others. The conversation is informal, which is seen from various contractions throughout the whole dialogue and informal words like *yeah*, *gonna*, *guy*, and *cause*. The lexical density of the conversation is low at first as the two men are simply nice to each other. It is seen from simple and short sentences like “*Picked you a little coffee*” (WIV, C1, I3), “*Appreciate it*” (WIV, C1, I6), and “*Thanks*” (WIV, C1, I8). As the two men start to get frustrated and start to compete, the lexical density becomes higher. For example, “*Don’t know if you heard, but I got a promotion coming my way*” (WIV, C1, I15) indicates that the first man is not yet promoted, but is expecting it in the near future. From this line in the conversation, it is seen how lexically the conversation becomes more complex as the two men rival against one another by thinking of a nicer and more sophisticated altruistic act. After they cannot think of a greater selfless act, the conversation becomes simple, until yet again the two men start to compete. This second rivalry is even more comical, for everyone knows that there are no such coffee sizes as *cuarenta*, *ciento*, or *googolplexian*. It resembles the competition of children, when they try to win by thinking of a better, bigger, stronger word. The rivalry is finished when the second man uses the word *infintitia*, which is the equivalent of the children’s infinity. It is seen how the lexical density varied and became more or less complex throughout the dialogue as the competition between the two men increased and decreased.

The communication styles of both men are rather identical. Such phrases like *my man*, *my fellow man*, and *my friend* indicate that the men are quite close and are friends. Every time the second man thanks the first man, the latter just responds with one word *yeah*, which indicates that it is a man who is speaking, for women tend to be more polite and usually always respond *you’re welcome*. Moreover, not one woman in all of the Workplaces found in the Appendix 1 respond with such short and direct one word sentence, whereas at least three men do use such expressions. These examples also reveal

that the colleagues are of young age, because older men do not usually use so many informal words and the responses to somebody else's gratitude are more polite. Short sentences that contain information to make the idea coherent like *"Today. On me. I'll pay for the whole thing. No big deal."* (WIV, C1, I10) and *"That's right. A plane. Of your own. To go anywhere you would like."* (WIV, C1, I21) strengthen the manly image, because women tend to use full sentences to express their ideas and stress important parts by intonation and pauses rather than making separate sentences.

The fact that the two colleagues became involved in a competition against each other so easily also indicates that they are males, because according to Kesebir *"the average woman is less competitive than the average man: she is less likely to describe herself as competitive and less willing to enter a competition"* (Kesebir, 2019). This is because in nature females choose the males who are the strongest; therefore, males always rival against each other and, for that reason, since the prehistory competitiveness and dominance is encoded into the genes of the males. What is more, it is seen that men seek to ensure they are in a higher position hierarchically, whether it is a higher position at work, telling better stories in a group of friends, or being more empathic than a colleague. Due to this competitiveness, it is seen how both of the men become irritated and frustrated to be better than the other. When the second man offered to buy lunch, he used almost identical expression as the first man used earlier *"It's what I like to do for my fellow man"* (WIV, C1, I14), which, in this case, shows a slight irritation and a challenge. The sentence *"twice as generous"* (WIV, C1, I28) demonstrates a further frustration and already a bit desperate measure to win the competition. The return to the basic topic, which is the size of coffee, strengthens the image of desperateness and reveals the frustration of the both men, for instance, both men answer each other with *"well next thing..."* (WIV, C1, I29) and *"then the next day..."* (WIV, C1, I32). The most obvious demonstration of exasperation is the interjection *"damn"* (WIV, C1, I35) at the end and the illustration of the both men typing into their computers furiously. Thus, it is seen how important and connected the competitiveness to establish superiority is to the male gender.

All of the above discussed dialogues are casual conversations at work between either a superior and inferior or colleagues in the same hierarchical position. Though, at first glance, casual conversations are neutral interactions between people, they reveal a lot of information about people's worldview, intentions, and understanding of their surroundings. Sometimes conflicts and misunderstandings occur due to the different communication styles as well as ingrained stereotypes that result in gender issues.

3.2. Jokes

Joking in the workplace among the colleagues, in a business meeting, or while talking with your superior has a tremendous effect that can boost your confidence, make your speech greater in quality and more effective, have a relaxing impact on the listeners, and even cause another person to trust

you more. It can also make others uncomfortable, spark conflicts, or put you in trouble at work if the joking is inappropriate and out of place. The way we choose when, where, and with whom to joke tells a lot about our understanding of the surroundings, feelings of others, and ourselves.

Workplace III provides an example of a banter in the workplace. The target audience of the whole conversation is the employees in offices or any other workplace where teamwork is required and where there is an unavoidable contact with people, because this conversation demonstrates inappropriate behavior at work and insulting colleagues, therefore, it is an example of how you should not behave at work. A metaphor used by the second woman is said after the second man's remark about her inappropriate clothing that distracts male colleagues in the office. After he asks her how a man is supposed to focus on his work while she is wearing such revealing outfit, the second woman answers in a form of a joke: "*He's not. Unless he paddles from the other side of the boat*" (WIII, C2, I2). The response of the woman implies that every man should be attracted to her due to the revealing outfit, and if a man does not give the attention that she seeks, it means that he is attracted to men. This worldview of the second woman reveals that she sees the world as being gender binary and thinks that all men should be naturally attracted to any woman, and vice versa, which is clearly demonstrated by her saying "*That's just not natural!*" (WIII, C2, I2). Moreover, the woman made a remark that one of her colleagues is homosexual due to him not being attracted to her and him being uncomfortable when she told a gay joke. This remark is inappropriate for several reasons. Firstly, the second woman does not know if the colleague she is referring to is, in fact, homosexual, but despite lacking that knowledge she still indicates him being gay. Secondly, if the colleague she referred to as gay was actually homosexual, it was even more inappropriate to tell that kind of joke, especially in his presence.

It is seen that the communication style of the second woman is rather bold and straightforward, which indicates that the woman is quite close to the other people she is talking to and feels comfortable around them. It may also be seen that she seeks intimacy with others by making jokes, funny remarks, and possessing a communication style similar to the first woman. Both women seem to have manipulating elements in their speech. For instance, the first man is obviously unimpressed with the second woman's joke and other remarks as he is trying to maintain a professional relationship with his colleagues, which includes following the rules of the office and avoiding behavior that might insult others. Despite this, the second woman continues to make remarks that spark irritation, which is demonstrated by the first man's response "*A lot of good those have done, huh.*" (WIII, C2, I7) after the second woman's remark about the manager pointing out the dress code rules at work (WIII, C2, I6). Knowing that the first man disapproves of her breaking the office rules, the second woman continues to provoke him by mentioning him and the colleague that she assumed was gay (WIII, C2, I8). She did not finish her sentence because the first man, sensing what the woman was about to say,

interrupted her. Because the woman thought that the colleague was gay due to him not responding to her attire as the woman was expecting, she was assuming that perhaps the first man was also gay due to him responding to her attire the same way as the mentioned colleague. After the first man, upset by the conversation, left the room, the second woman looked puzzled as to why the man was so upset. The communication style similarities of the both women are evident as both of them do not realize that their comments are offensive.

Another example of telling inappropriate jokes is provided by the Workplace VI. Man 3 was reading jokes that his clients had sent to his work email. As the man was showing the jokes to his colleague by reading them out loud, both men made quite some noise by laughing and talking loudly, which disturbed the work of the woman who was sitting nearby. Moreover, the jokes like “*You can have more than one beer a night and not feel guilty.*” (WVI, C2, I4), “*You don’t need a license to live with the beer.*” (WVI, C2, I6), and “*you don’t have to say you respect beer in the morning.*” (WVI, C2, I8) are very insulting towards women, thus, naturally, the woman pointed it out to both men. However, it did not stop the third man, who continued to read the inappropriate jokes out loud. Furthermore, even after a warning from the management, the third man hoped to continue to receive various jokes from the clients by dodging the office rules and bringing his own computer to work. These actions brought the third man into trouble when he received several web links into a pornography site and the man decided to show it to both the fourth man and the woman. Though man 4 tends to follow the rules and warned the third man that he should do it too, man 3 did not realize that his carelessness at work would have consequences, which was the case when the woman, insulted by unprofessional behavior, reported both men to the management and even wanted to file a sexual harassment complaint.

The communication style of the woman was very professional, direct, and clearly showed that she is friendly towards her colleagues. Her communication style, nevertheless, requires politeness and consideration for the feelings of others, which is partly why she got so upset by the jokes. The third man’s communication style seems to be quite straightforward. It is evident that man 3 and man 4 are close friends because they are both informal with each other, laugh at the jokes together, and when the third man is about to get into trouble, the fourth man, instead of staying away and caring only for himself, keeps warning the third man asking to turn off the inappropriate material. However, the third man seems oblivious that he is disturbing the work of other colleagues and how the jokes make others feel, for instance, he ignored the woman’s discomfort even when she pointed it out – “*No, it’s not funny. It’s insulting.*” (WVI, C2, I10). Such ignorance towards sexist jokes, which portray women as nagging wives and objectify them as sexual objects, and how they make others feel deepens the gender gap between men and women as well as worsens the existing gender issues.

Therefore, it is seen that it is immensely important to choose the location, time, and audience for joking, especially in the office or important business meetings, because correctly chosen jokes may lighten the atmosphere in the office, make a speech more interesting and easier to listen to, and even open doors for promotion possibilities. Nevertheless, if the joking is not in the right place, at the right time, and around the right people, it may not only worsen relationships, insult somebody, and get you into trouble, but also deepen the already existing gender issues.

3.3. Orders and Directives

Orders and directives are inseparable part of the office life. It is the job of the managers to give orders to the employees and this way to ensure that the job is being done. Without directions how to do the job the employees as well as managers themselves would be very lost in their positions. How we react and adhere to the orders as well as how various problems are solved by giving directions provides information about the person's views towards various subjects like comprehension of gender, business ethics, and relationships with people.

An example of giving orders is provided by Workplace II, where interactions are between a woman, who is an engineer, and two men, who are managers. The woman is occupying a higher position at work compared to the two men and that is clearly visible by the way she speaks and the two men respond. At first, she is demanding to know why something that was supposed to be done a long time ago, is not done yet: "*Miguel, are we ever going to get our equipment here?*" (WII, C1, I1), "*Why isn't it here?*" (WII, C1, I3). Then she gives orders to the first man to fix the occurring problem, but the woman does not demonstrate a lot of effort to ascertain the problem, hence, she cannot and does not provide any directions to solve it, which is seen by her saying "*just do whatever you need to do to get the equipment here*" (WII, C1, I8), and by giving such orders she demonstrates her superiority. The target audience of this conversation is various businesses, where teamwork and communication between colleagues is required. Moreover, this conversation demonstrates cross-cultural interaction, therefore, it is seen why it is extremely important to consider the way you talk and act, especially while giving orders or helping somebody solve the occurring problems, because despite your intentions being good, your way of communication might have serious consequences, for instance, somebody quitting their job because their superior seriously offended them, which was the case with the second man (WII, C2, I13).

The style of the whole conversation is informal, which is seen from contractions (*isn't, you've, I'll, won't, don't, she's*). The lexical density is quite high because quite a lot of context may be extracted from only a few sentences. For instance, "*You've told me all about that before, but we just don't have time for that now. Just do whatever you need to do to get the equipment here*" (WII, C1, I8) carries a lot of information: the woman had already heard the explanation that the man has given; there is no time for the excuses of the equipment not arriving, because the works might have to stop;

the woman is not interested enough in the problems of the company and just wants everything in her job to go smoothly, hence, she passed on all of the responsibility to her inferior by giving direct order to take whatever means are necessary to deliver the needed equipment into the workplace. All of this information is delivered in two short sentences, which proves that the way people express themselves, especially in business, may have an impact on their further relations with others as well as their career. In this case, in the future the first man might not trust the woman enough to open up about the occurring problems in the company and how they might be solved, because he might remember her avoidance to become involved in the solution of the difficulties with the company's equipment. Consequently, such mistrust may have serious consequences for the company's future due to the lack of teamwork.

The communication style of the woman is rather aggressive and direct but at the same time there are elements of the woman's talk. For instance, such words like *dreadfully* indicates that it is more likely a woman talking because, as the women's language was discussed earlier, it is seen that women tend to incorporate more diverse words in their everyday language like *totally*, *obviously*, or *exotic*, whereas men tend to use more generic and neutral words like *great*, *sure*, or *fine*. On the other hand, the woman is rather direct and even aggressive when she is speaking with both men. She instantly demands to know why there are problems occurring and she clearly says that she wants the problem to be eliminated. In other words, the woman puts pressure on her inferiors and instead of trying to help to find a solution to the problem, she puts all the responsibility on her employees in a straightforward manner. The aggressiveness in her communication is demonstrated by the fact that she does not wait long enough to hear out her employees to the end. Instead, as soon as she hears the information that she wanted to hear, the woman proceeds to ask other questions despite the person she is talking to not having finished the sentence.

The woman is not as direct in her speech when the conversation turns to a more negative side: "Yes, how much will it cost, what sort of a payment do we need to make to get the documents here now?" (WII, C2, I10); "Oh come on, Carlos, I've worked in Latin America before." (WII, C2, I12). These two sentences indicate that she has worked in Latin America before and come across corrupted workers, therefore, the woman assumes that all Latin Americans can be motivated to work harder by additional money or bribes. She is not being direct, but rather is letting the second man understand that she is offering a bribe. It is also obvious that the woman is very irritated and angry. Phrases like "are we ever going to get" (WII, C1, I1), "dreadfully long time" (WII, C1, I6), and "what is going on" (WII, C3, I1) are clearly a sign of frustration and loss of patience, because in a polite or happy conversation such phrases would not occur. Also, exclamation marks demonstrate her impatience and the repetition ("I know, I know, I know" (WII, C1, I8); "Difficult? Why is it so difficult?" (WII, C2,

I8) indicate strong emotions. Moreover, while talking with the first man, the woman is interrupting as the man is speaking, which also indicates impatience and irritation.

Another very important factor in this conversation is the ethnicity of the both men. Words like *señora* and incorrect grammar indicate that the men are native Spanish speakers, thus, their culture also differs from the woman's culture. By being impatient, inconsiderate of another culture, and relying on stereotypes, the woman creates cultural issues that result in low productivity of the workers, serious technical problems at work, and even a worker quitting his job. Had the woman been more specific with her questions, she would have found out what the problem was and what the obstacles to get the job done were. However, in the first part of the conversation, the first man created some issues as well, as he would rather talk in circles and not identify the problem in order not to disappoint his superior and avoid conflicts at all costs. In the second part of the conversation, the woman was very inappropriate assuming that the second man wants additional money or a bribe only because he belongs to the same culture, which is stereotyped and where she experienced corruption. The second man obviously was very insulted and upset to quit his job, showing that he was not corrupt at all and even proud of his culture. For him, it was important to show respect, care and friendliness to his colleagues, which is seen from the lines "*Good afternoon, señora Jones, how are you today?*" (WII, C2, I2). Furthermore, the man was obviously upset by the woman suggesting a bribe, which is seen from the lines "*No, señora...*" (WII, C2, I11).

The woman demonstrated masculine qualities in her communication, was direct in addressing the late equipment issue, and showed her authority over her employees, which are the agentic qualities of the leadership. However, the lack of empathy, patience, and attentiveness indicate that the woman lacks communal leadership qualities. It is very likely that due to the lack of these qualities, the employees of the woman are uncomfortable and unwilling to open up to their superior about the problems in the company. Had the woman given more time and attention to the problems in the company as well as communicated with her staff in a more attentive manner, the problems she experiences in business would not be present. The behavior of the woman demonstrates a leader's emotional intelligence that is not developed enough in some aspects and for this reason issues in the workplace start to occur. Therefore, it is seen how language, different styles of communication and cultural aspects affect the quality of work and may enlarge the gap between the genders.

An example of failure to give directives is demonstrated by the Workplace V. The woman is uncomfortable and insulted by the inappropriate comments of the client of the company. When she tries to speak to her superior in hopes of seeking help and directions how to solve the problem of the client harassing her, man 4 clearly prioritizes the client, who has a financial benefit for the company that is valued greatly. However, man 4 neglects his employee, for whom he is responsible, and this neglect may have an influence over her performance, as that day she might not feel important and

valuable as an employee. Such neglect influences how an employee trusts the manager and the further performance of both.

Another example of giving directives is also provided by the Workplace V. Man 2 seeks for advice and directives from a friend, who works in the same company but a different branch and who also has more experience in the same position that the second man is. They are informal with each other, yet polite, which demonstrates that they respect each other. For instance, at first they have a small talk asking about each other's families and children, which is a demonstration of politeness, care and respect for each other, and it helps to maintain their friendship. Then both men start discussing the issue in workplace, for which the second man needed advice. After telling about the issue with the personnel and that the issue was solved by moving the harassed woman to a different position in the company and giving a written warning to the man who harassed the woman, the first man's facial expression, which was seen in the video, that contained furrowed brows demonstrated confusion towards the solution of the problem. Noticing the confusion the second man asked if he should have solved the problem differently. Instead of giving a clear answer, the first man's response was a question "*What would you do differently if you had to do it again?*" (WV, C1, I19). By asking this question, the first man provided an opportunity for the second man to think through his decision, judgement, actions, and decide for himself if the decision he made was right. Furthermore, Workplace VI provides a continuation of the same conversation between the same men. The first man is attentive, listens to the second man's frustration and self-doubt and supports the second man by encouraging him and illustrating the struggles of their work by a personal example. This is a good example of an emotionally intelligent person who gives proper directions for somebody who is lost and discouraged.

3.4. Reprimands and Apologies

Reprimands are also an important part of the business life as it is a mean to maintain order in the workplace. Just like children are warned and punished if they misbehave, warnings and punishments are also applied in the workplace to ensure order and harmony among the workers. Apologies are closely tied to reprimands as it is natural to apologize for misbehaving or causing another person to feel uncomfortable or even insulted.

An example of being reprimanded is seen in the Workplace VI. Man 3 breaks the rules of the office by receiving and exchanging inappropriate material on email with the clients. The first man then reprimands the third and the fourth men, but the third man does not comprehend that it is mandatory to comply with the rules or else there might be serious consequences that will affect not only his professional life, but also his personal life. The third man then again breaks the rules thinking that he can avoid both the rules and the consequences. This time, however, it was not only the observance of the manager that resulted in reprimanding both men, but another person's complaint, which means that the actions of the third man affected other workers in the company, consequently,

potentially harming the company itself as the internal business environment is also affected by the relationships between the employees.

Man 3 subconsciously competes for the highest status, which is seen by him being dominant among his friends. For instance, it was man 3 who read the jokes while man 4 followed what he said. Man 3 also indicated that the woman was overly sensitive about the jokes. Moreover, after the first man showed his authority by warning both men about inappropriate behavior in the office, man 3 tried to avoid compliance with the rules of the office by bringing his own computer to work in order to continue exchanging various jokes, videos, and photos with his clients. In other words, man 3 is in a position that is hierarchically lower than the first man's position, thus, the third man tries to avoid the state of having to obey others by any means he can. While man 4 is a follower of the hierarchically highest man and is happy to accept the rules, which is seen from his strong and enthusiastic acceptance like "*Yeah, actually I do*" (WVI, C3, I13), "*Absolutely*" (WVI, C3, I17), and "*Yes, I do*" (WVI, C3, I9), man 3 obviously is not as happy to comply with the rules and follow the orders of the hierarchically highest man, which is seen from the reluctant acceptance phrases like "*Sure*" (WVI, C3, I18), "*It's fine*" (WVI, C5, I7), and "*Yeah, I guess*" (WVI, C5, I10).

The second reprimand of the first man was effective because, after specifying that the consequences might cause the third man to lose his job, the third man had no more counterarguments, but rather listened and accepted the conditions of the first man. The way the first man dealt with the situation demonstrates that his sense of judgement, self-awareness, self-regulation, empathy, as well as social skill are greatly developed. The first man was polite, attentive, and composed while reprimanding both men. During the second warning, the first man demonstrated care towards his employees: "*This is serious, Ed. You and Paul could get fined or, or terminated for something like this, especially if you've had a prior warning.*" (WVI, C, I). By incorporating the word *serious*, the first man grabs the attention of the third man and then specifies how serious the matter is. Revealing that not only the third man but also his friend could be fined or lose their jobs makes the third man realize that his actions are not appropriate in the workplace.

The first man not only makes sure that both men understand their actions and the consequences, but also ensures that they apologize to the colleague that the men insulted. Moreover, the first man demonstrates an example how people should behave by saying "*I'm gonna ask Jane to come in here, so that you can apologize to her. Don't you think that's a good idea?*" (WVI, C, I8). Not only does the first man initiate that the men apologize to the insulted woman, he also demonstrates that it is what a person should do after doing something bad to another person, and demonstrates this in such manner that both men understand why it is important and agree to it themselves. This is an exemplary way to use the authority that a superior employee has to ensure the proper apology in the workplace.

In contrast, Workplace III and Workplace V provide examples of failure to apologize properly. Firstly, in Workplace III the first woman harasses and insults the first man, who apparently complained about this situation to a superior and the superior submitted the complaint to the management. The first woman not only does not apologize to the first man for her actions and words, but she also manipulates the first man to feel guilty for complaining about her, which is seen from the first man saying *“I’m, I’m sorry about the other day...”* (WIII, C2, I4). Moreover, the second woman clearly demonstrates that she is unwilling to follow the rules and apologize for breaking them: *“Woah! Next thing you know he’ll be calling me in and doing one of those his dress code rants.”* (WIII, C2, I6). It is seen that the second woman refers to a superior, who has reprimanded her before due to inappropriate attire. The woman shows no remorse towards her breaking the rules and her choice of words *dress code rants* demonstrates her negative attitude towards a superior and the rules of the company. Secondly, in Workplace V the fourth man undeservedly ranted on the woman and when she confronted him about it, he barely apologized and immediately made it seem like it was her fault for his outburst: *“Okay, maybe I overreacted a little and I’m sorry, but, you know, Wendy, I think a lot of the problem here has to do with your attitude.”* (WV, C6, I8). It is an example of a superior’s inability to apologize to someone inferior due to his ego and desire to contain superiority in all aspects, whether it is professional superiority or personal. It is evident that the emotional intelligence of the fourth man is not developed as most of the components like empathy, social skill, or self-regulation are not present when they are needed. Therefore, compared to the first man in Workplace V, the fourth man provides a poor example of apologizing in the workplace.

3.5. Discrimination and Sexual Harassment

Discrimination or harassment may occur in any workplace despite the policies against it. There are many different people with diverse worldviews, manners, and values, which sometimes lead to the situations that are offensive and harmful. Moreover, many people may not be aware that they are harassing or discriminating against others, therefore, it is important to define what harassment is. According to the U.S. Equal Employment Opportunity Commission, harassment is unwelcome conduct that is based on race, color, religion, sex (including pregnancy), national origin, age, disability or genetic information (U.S. Equal Employment Opportunity Commission, accessed 27.04.2020). It may occur in a variety of circumstances: the harasser may be the victim’s supervisor, a supervisor in another area, a colleague, or not an employee at all; the victim does not necessarily have to be the person harassed, but can be affected by the offensive behavior; harassment may occur without economic injury to the victim. The best way to eliminate harassment in the workplace is to prevent it. Employers should clearly communicate to the workers that such behavior is not tolerated and create an environment where the employees should feel free to reach out for help and be confident

that the issue will be dealt with. Nevertheless, despite the company having strict policies to prevent such occurrences, there still might arise issues.

An example of discrimination against an employee is provided by Workplace VII. The conversation is between a man, who is a supervisor, and a woman, who is in a hierarchically lower position than the man and is a part of the man's team. At first glance, it may seem that the issue between the woman and the man occurs due to the clash of different nature and communication styles, which, in a way, is true. The communication style of the woman is direct, polite, neutral, and very professional. She is prepared for the conversation and is motivated for the job that she seeks. The communication style of the woman is not particularly aggressive, but it is also not very soft like most women are expected to be. She does not restrain herself by considerations of the feelings of others and rather seeks what she wants, which in this case is the career opportunities. When a disagreement occurs and it is clear that neither she nor the man can solve their argument, the woman seeks for a third opinion, which is what the company recommends to do in such situations by establishing such departments like Human Recourses.

The man, in contrast, seems more focused on the relationships between people, which is seen from his comments about the teamwork. "*Well, that's always been your style, so, go ahead*" (WVII, C1, I6) indicates that the man does not really like the woman and her style of communication, which is straightforward and consists of mostly professional aspects. Moreover, after hearing that she is applying for the position of a director, he immediately points out the reason why she should not seek that position right away. He subtly lets her know that he does not think that pregnancy and career are compatible and if she becomes a director while she is pregnant for the first time, the woman will have to leave shortly due to labor and then to take care of her child for a few months. Moreover, the man believes that the woman will not be able to carry out her duties of being a first-time mother and also a director because both positions require a lot of attention, stress, and time.

This might seem like discrimination against the woman at first, but if this situation was analyzed further, it may be seen that the man does, in fact, have serious and strong reasons for such opinion. Firstly, it is common that the working woman has a maternity leave for up to three months in the United States to take care of her child until the child is old enough to go to kindergarten or have a nanny. Moreover, the prejudice against women was so deeply ingrained throughout the centuries, that it is still present in the mentality of the whole society. Women are still expected to stay at home and take care of the child that they are having and men are expected to continue working and provide for the family. Not only in the U.S. but in the whole world it is still common to rely on the stereotypical gender roles, where the society strongly puts pressure on women to be the ones who take the maternity leave instead of men. Therefore, the man in the conversation automatically assumed that it will be the woman who takes the maternity leave. Secondly, it is clear that the professional life of the woman

will be at a disadvantage if she leaves her work for three months, especially when she will be needed in the office all the time as she would be a director and would have to supervise the work of her team. It is very difficult and nearly impossible to do that at home, where there is no possibility to physically monitor the progress of the workers and provide enough attention to both work and family. Therefore, the man is concerned that she will have to quit the position of the director after giving birth and, consequently, the company will be harmed, which is seen from the man saying “*it’s just hard to juggle both and honestly I don’t want our team to be the ball you end up dropping*” (WVII, C1, I12). The man is concerned about the financial aspect in the internal business environment, because the woman’s leave for a longer time and the further lack of attention for the business as motherhood will consume most of the woman’s time will directly influence the negative change of the internal business environment, which will cause damage for the company.

The woman, however, seems to be focused on her career and already made a choice to continue working, despite being a first-time mother. It is very likely that her husband will take the paternity leave and care for their child, thus, it is explained why the woman seems so confident about becoming a director. When the different views of the man and the woman clash, a conflict arises because the man is unable to broaden his worldview that a woman can continue working immediately after having a child and for this reason he decides to have a decision that, in his view, is safer for the company and not let the woman become a director. In a way, it may be viewed as discrimination against the woman, because there are many examples of women who successfully managed to maintain their top positions at work and at the same time engage into motherhood. For instance, the general manager of the biggest TV channel in Lithuania returned to work twice just a few weeks after having two children (Naujienu portalas tv3.lt, 2020). Even though the society as well as the woman’s relatives put pressure on her to stay home and care for her children, the woman was determined to continue working with the same intensity like she did before having children. Examples like this demonstrate that it is indeed possible to combine motherhood and career and that the number of women choosing career rather than being a housewife is increasing. Nevertheless, the man was simply concerned about the future of the company and made a decision what in his mind seemed right for the wellbeing of his team and the business.

However, though the situation the man is concerned about might not be harassment but simply being cautious about the company’s future, the further comments of the man are indeed discrimination against the woman. The man reveals that he disagrees with the woman seeking management every time that she comes across a wall at her job that is preventing her from climbing the career ladder. Hence, when the woman suggests that the argument should be solved by the HR senior management, the man becomes angry and reveals the established norms in the society where complainants are not welcome, which is seen by the man saying “*if you don’t wanna be a team player, then don’t be on*

my team.” (WVII, C1, I16). Despite the fact that it is the job of the Human Resources departments in companies to deal with exactly these kinds situations, when there occur disagreements between people in the office and a third party is needed in order to solve those disagreements, it is evident that a lot of difficulties for women to occupy higher positions in the business occur due to the norm among people to rather be more favorable than have a professional advantage. Another reason for the man’s reaction may be explained by the social expectation that women should be gentle, considerate, and likeable rather than aggressive, motivated, and stubborn. When a woman shows the latter qualities, which are associated with men and are required to achieve top positions in the business, the glass ceiling is still preventing women from achieving that top position. Thus, it is very likely a demonstration of glass ceiling trying to prevent the woman from rising in her career ladder, which she fights by exposing such instances to the people whose job is to prevent such discrimination.

The man’s words “*There you go run to HR to get your new director position, just like you got the one you’re in now.*” (WVII, C1, I14) demonstrate that exposing the social barriers that prevent women from achieving success in business does work as the woman also sought management’s interference to solve the difficulties occurring while she was applying for the position that she is in now.

Sexual harassment is another tremendous issue in the workplace, which is seen in the example provided by Workplace V. The manager not only does his duties poorly in helping the woman solve the problem with the client who made inappropriate comments about her, but also starts harassing the woman himself. At first he makes subtle messages towards her that he would like to have dinner after work and not as work colleagues, but as a man and a woman. When she declines his offer due to other plans, he lets her know that he is divorced and that he likes her company, and these two aspects of the information he is giving, combined with him touching the woman’s back, sends a clear message that he would like to indulge into an intimate relationship with the woman. When the woman registers this message and understands what the man is after, she tries to politely decline his offer by providing information that she has a boyfriend. The woman is clearly uncomfortable by his move, which is seen by her stuttering (WV, C4, I11, I13). When she refuses to give what the manager wants, he is clearly upset and angry that she rejected him and, by doing so, humiliated his superiority as a man. He then uses his superiority as a manager and has an outburst of anger towards her masking his anger by some problems in the office. When the woman came into his office to sort out the argument and let him know that she was upset by his actions, the man did not properly apologize, but made it seem that his outburst was her fault. By subtly putting the blame on the woman’s attitude towards her job, the manager made it clear that he wants to have an intimate relationship with her and he will not make her life in the office harder if she agrees to have that relationship with him. When she continues to act professional and clearly shows no interest in anything more than being friendly to a colleague at

work, he becomes frustrated and subtly lets the woman know that if she will not have a relationship with him, she will lose her job.

The man was clearly sexually harassing and blackmailing the woman in order to have an intimate relationship with her, which is illegal as it would be a conflict of interest if the superior would indulge in a relationship with an inferior. If the man and the woman were hierarchically equal or the woman was working in another position that is not under the government of the man, then it would be allowed for them to have intimate relationships. It was ethically inadequate of the man to use his authority and make the woman have a sexual relationship with him outside the work. Most probably they both would have lost their jobs if the woman agreed to the fourth man's terms. Despite the man's outburst and comments, the communication style of the woman remains very professional and it is clear that she considers her job very important and has a clear distinction between professional behavior at work and personal life. She is friendly towards the client of the company and towards the manager, but clearly makes a distinction between professional and personal life. When the man starts demonstrating sexual hints towards the woman, she makes sure to use very direct language and expresses her feelings clearly. When she cannot deal with the man alone, she reports him to the management, which is what she was supposed to do in such situation as the second man's job is to help solve the problems occurring between employees. If the communication style of the woman was more aggressive and her nature more spontaneous, perhaps the experience as well as the outcome of being harassed by the third man and then by the fourth man would have been very different, but, knowing that the fourth man continued pursuing the woman even after she rejected him and revealed that she has a significant other, a bolder communication style would not have helped to avoid the harassment.

All of the analyzed conversations are informal interactions between either superior and inferior workers, or the people of the same hierarchical position in the workplace. After having analyzed all of these examples, it is seen that different communication styles often cause issues at work, which result in deeper gender issues. Conflicts might rise because of different expectations for work, impatience and avoidance to point out the problems, stereotypical assumptions, manipulating people's feelings, or differences in the types of humor. Some problems in the workplace, however, arise from lack of awareness of certain situations, personal preferences and judgement, or even weak principles of ethics. Therefore, it is mandatory to take into account and understand the styles of communication of the different genders, because *"if you understand gender differences in conversational style, you may not be able to prevent disagreements from arising, but you stand a better chance of preventing them from spiraling out of control"* (Tannen, 1991, 298). But it is just as important to raise awareness about the unethical behavior in the workplace and this way educate and change the society as well as its values.

IV. PARALLEL AND CONTRAST BETWEEN THE SEXES

All of the conversations found in the Appendix 1 and analyzed in this paper are role-play examples of real life situations in an office. The situations and problems depicted in those conversations are real life activities and demonstrate the attitudes of real people. Moreover, the conversations, which are taken from YouTube, were created by real people, which means that information about the authors of the video may be extracted and compared to the conclusions made about the conversations themselves.

4.1. Similarities and Differences Between the Same Sexes

In most of the conversations there are more men provided than women by the authors of the videos. Some women are the offenders, like the woman in Workplace II and both women in Workplace III, and some are the victims of the offence, like the women in Workplace V, VI, and VII. Some men are also the offenders, like man 3 and man 4 in Workplace V, man 4 in Workplace VI, and the man in workplace VII. Some, however, are neutral, like the man in Workplace I, both men in Workplace IV, and man 1 and man 2 in Workplaces V and VI, and some men are the victims of the women offenders, like both men in Workplace II and the first man in Workplace III.

After having analyzed the examples of the role-play conversations in the workplace as well as counted the instances of adjectives, metaphors, adverbs, and other figures of speech that men and women used in their speech, it is seen that there are many similarities and differences between the same sexes.

The first noticed similarity between women is that most of them tend to have a very clear distinction between professional and personal lives. They do not provide any ambiguities or inappropriate comments towards other colleagues. Another similarity is seen in their communication styles. They tend to maintain a very direct yet polite style whether they are treated in a friendly manner or being shouted at and even harassed. Both of these similarities may be seen in Workplace V, as the woman remained very polite and professional informing her superior that she was insulted and uncomfortable by the fourth man's behavior, in Workplace VI, as the woman also remained very polite and direct specifying the inappropriate behavior of the third man and the fourth man, and in Workplace VII, as the woman was polite yet straightforward throughout the entire argument with the man. The women in these Workplaces also seem to obtain a strong sense of ethics. In other words, they understand what kind of behavior is appropriate and inappropriate in the office while communicating with colleagues or superiors and act accordingly to those moral principles. For instance, when the women encountered harassment in the workplace, all three of those women followed the rules of the offices and reported the harassment to the management. This demonstrates that the women are confident and have enough courage to turn in the wrongdoers, despite the obvious

consequences like the probability of losing a job or having bad relationship with other colleagues, which affects the future atmosphere between the employees in the office.

Nevertheless, there are also some differences between the women. Firstly, some women were the ones to harass others either deliberately or without even realizing their actions. For instance the woman in Workplace II, who was a superior to both of the men, demonstrated some stereotypical views towards the culture of the second man, and both women in Workplace III not only blurred the lines between personal and professional lives but also showed very stereotypical and even offensive views towards the gender roles, sexuality, and even psychological problems. Secondly, the communication styles of these women also demonstrate that they use manipulative elements in their speech, which is seen in the example of the both women in Workplace III, who provoked arguments with their colleagues. Women in Workplaces II, III, and VII demonstrated assertive and bold qualities in their characters as well as their speech, while women in Workplaces I, V, and VI seemed to be more passive, friendly, and gentle, which demonstrates the tendencies of the former women to obtain a more masculine style of communication and the latter women to obtain a more feminine style of communication.

Another difference between the women is that not all of them are direct in expressing their thoughts. For instance, the first woman in Workplace I expressed her doubts and worries about the second woman's ability to substitute for the first woman in an indirect way, which was demonstrated by subtly asking "*Are you sure you're comfortable taking over?*" (WI, C1, I3), the hesitation of the first woman seen in "*All right...*" (WI, C1, I7), and the first woman's intonation heard in the video, which implied hesitation, uncertainty, and reluctance. In Workplace II, the woman is indirect, which is seen from "*Oh, I understand... How much will it cost?*" (WII, C2, I8), "*Yes, how much will it cost, what sort of a payment do we need to make to get the documents here now?*" (WII, C2, I10), and "*Oh come on, Carlos, I've worked in Latin America before.*" (WII, C2, I12). By being indirect she lets the second man know that she believes he wants a bribe due him coming from Latin America. The intonation and body language of the woman indicates that she does not wish to insult the second man on purpose, but rather she sincerely believes what she is saying without considering a possibility that she may be wrong and due to this reason the woman may be indirect towards the second man and unwilling to say the words like *bribe* or *corrupt* that are openly offensive. In Workplace III, the first woman indirectly implied a message on several occasions. Firstly, "*Reporting to management, oh is that what you're gonna do? Report me? I wouldn't if I were you, Rico.*" (WIII, C1, I19) implies a silent threat to the first man that if he reports her to the management, the first woman will be upset with him and she may induce some consequences for involving superiors in their quarrel, because the involvement of the management means long-term consequences for the first woman. Secondly, "*No no no, it's okay, I, obviously I said something to upset you, I'm not really sure what, but uh... Look,*

Rico, don't take this wrong, okay, but maybe you should ask your shrink for something calming" (WIII, C1, I25) subtly indicates that the first woman does not consider herself guilty for the outburst of the first man, but rather thinks that the man himself is at fault for having a short-tempered character.

There are some similarities between men as well. Firstly, in Workplace II, both men are rather evasive and vague while they are responding to the questions of the woman. Another similarity is that most men showed friendliness and respect towards their colleagues, whether the colleague was a man or a woman. This demonstration is seen in Workplace I, as the man was polite and friendly asking the second woman how she was doing in a new workplace, in Workplace II, as both men were polite and the second man was friendly also asking how the woman was doing, in Workplace III, as the first man was polite throughout both conversations, even though he did have an outburst and was upset in both conversations, in Workplace IV, as both men were polite to each other despite competing who was friendlier, in Workplace V and VI, as the first and the second men were polite and friendly not only towards each other but also towards others, both men and women.

Another similarity is the indirectness towards others. In Workplace II, both men were quite indirect and avoided answering the questions of the woman. In Workplace IV, both men were also indirect in their communication. Throughout the whole conversation, both of them masked their competition with the desire to be friendly. For instance, the remark of the first man "*Something I can do for my fellow man.*" (WIV, C1, I7) and the further similar response of the second man "*It's what I like to do for my fellow man*" (WIV, C1, I14) indicate that the first man challenged the second man with his remark and the second man answered the challenge with the same words and mannerisms that the first man demonstrated. In Workplace V, the fourth man employed quite a few indirect speech mannerisms. For example, "*He's got a two million dollar account with us so just ignore him*" (WV, C3, I6) implies that the fourth man considers the benefits of his client more important than the well-being of his employee. Conversation 4 demonstrates the indirect approach of the fourth man towards persuading the woman to have an intimate relationship with him. "*We could talk about your future here*" (WV, C6, I18) clearly demonstrates an indirect fourth man's threat to the woman. In Workplace VI, man 3 tries to avoid obeying the rules by finding excuses and new ways to continue his behavior. The third man indirectly opposes his superior in any acceptable way he can think of until man 1 manages to explain the importance of the office rules. The opposition is seen by the third man saying "*Yeah but my clients like jokes, okay, I can't keep them from sending me things*" (WVI, C3, I15), "*I was using my laptop*" (WVI, C5, I2), and "*I didn't even know it was a porn site until I opened it up*" (WVI, C5, I4). In Workplace VII, the man also tends to be rather indirect while he is talking with the woman. Firstly, "*Well, that's always been your style, so, go ahead*" (WVII, C1, I6) indicates that the man does not like the woman's style of communication. Secondly, as the man tries to deny the woman access to the higher position at work, he explains his reasons in an indirect manner, for instance, "*you*

have a little one on the way” (WVII, C1, I8) and *“if you don’t wanna be a team player, then don’t be on my team”* (WVII, C1, I16).

There are also some differences between the men of all of the Workplaces. As some men in some Workplaces were indirect in their speech, in Workplace III, the first man was direct expressing his feelings, which is seen in *“No, I don’t want to.”* (WIII, C1, I14), and *“Listen, Danny, I’m sorry I did not mean to do that.”* (WIII, C1, I22). In Workplaces V and VI, the first and the second men were also direct with each other and with others in the office, which is seen from the minimum usage of the mannerisms, indications, metaphors, and other figures of speech in their conversations. Man 4 showed a tendency to communicate in a direct manner as well, which is seen from *“Ed, I don’t think that’s okay”* (WVI, C4, I2) and *“Ed, I think you better turn this off, you remember what Stan said”* (WVI, C4, I8).

Therefore, it is seen how many similarities and differences there are between women and between men and that people not always act the way that their gender characterizes them.

4.2. Similarities and Differences Between the Opposite Sexes

It was seen how different as well as similar each of the genders are in the Workplaces provided in the Appendix 1. However, there may be seen some connections and disparities between the opposite sexes as well.

The first noticed similarity between men and women is that they both demonstrated stereotypical worldviews that include the traditional gender roles. It is seen in Workplace III, as the first man made his remark *“Being a predator is a man’s job”* (WIII, C1, I10), the first woman answered *“a man’s job is taking out the trash, carrying the luggage, and killing the spiders”* (WIII, C1, I11), and the second woman said *“... he seems totally unimpressed with my womanliness. That’s just not natural!”* (WIII, C2, I2). In Workplace VI, the jokes of man 3 demonstrated the image of a man being not as emotional as women, avoiding commitment, free to have intimate adventures with multiple women, as well as consuming alcohol and women being the ones to constantly nag men and demonstrate emotions. In Workplace VII, the man clearly demonstrates the ingrained belief that, after giving birth, women should be the ones to stay at home and care for their children instead of making career. The communication styles between men and women in many cases were also similar. For instance, in Workplace I, the man demonstrated care and attention towards the second woman by inquiring how she was doing in a new workplace. Similarly, the second man in Workplace II, the first woman in Workplace III, the first, the second, and the fourth men in Workplace V also exchange such inquiries in order to appear friendly, polite, and create a pleasant atmosphere. Another noticed similarity between men and women is that, despite the sex, age, or position at work, the wrongdoers tended to be more manipulative, indirect, and included more adjectives, metaphors, and other figures

of speech. On the other hand, the ones being harassed or receiving unpleasant attention tended to be more direct and included less metaphors and other figures of speech.

There are some differences between men and women. Women tend to ask more questions because they want to encourage others to communicate more freely and make them feel wanted as well as important. By asking more questions, they subtly include others in the conversation. This can be seen in Workplace III, when the first woman asks multiple questions that are casual, like “*Rico, how’s the coffee?*” (WIII, C1, I1), “*Did you watch Larry King last night?*” (WIII, C1, I3), and “*Hey, did you see a Sheri female joke of the day?*” (WIII, C1, I11). However, the woman uses the same communication style that she most probably uses while interacting with other women that have similar tastes, which is seen by her telling a man jokes that are meant for women. Likewise, the third man in Workplace VI tells jokes that are targeted towards a male audience, which he fails to understand. Hence, when the woman becomes upset by the jokes and the inappropriate video, the third man cannot understand why. He cannot put himself in the shoes of another person who is of a different gender, thus, the third man is not able to understand that such jokes are insulting as they objectify and belittle that gender.

Men also tend to be more distant because they focus on solving problems by themselves. In Workplace II, both men avoid openly telling the woman what the real problems are. In Workplace III, the first man is also more distant when it comes to solving problems, which is seen from his outburst “*You’re always ranting and raving on people who have personal responsibility, resolve the thing themselves, their problems that they go reporting to management*” (WIII, C1, I18). In Workplace VII, the man was also unwilling to reach for the assistance of others in solving the conflict with the woman, which is seen from his reaction when the woman mentioned the management. On the other hand, in Workplace V, man 2 asked man 1 for guidance and advice, which demonstrates that, though man 2 resolved the problem himself, he wanted to make sure the right decision was made and, in order to do that, the man asked for help.

Some differences and similarities between men and women also include the linguistic elements in the speech of both genders. These elements can be seen in the Table 1, which analyzes how many adjectives, metaphors, adverbs, and other figures of speech men and women used throughout all of the Workplaces found in the Appendix 1.

Table 1. The frequency of speech elements of men and women in the workplace.

	Women (8)	Men (16)
Adjectives	39	71
Metaphors	3	9
Adverbs	46	78
Figures of speech	17	33

Table 1 shows that men include more adjectives, adverbs, metaphors, and other figures of speech in their language. However, given the fact that throughout all of the conversations there were sixteen men in total, which is half of the total number of women in the conversations, the assumption can be made that both men and women use approximately the same amount of figures of speech. Moreover, when the women find themselves in uncomfortable situations caused by men, they tend to be more direct, use less figures of speech, and be as polite as they can be to eliminate any ambiguities and let the men know that the situation is unpleasant for them. An example of this behavior is the conversation between man 4 and the woman (WV, C6, I3, I11, I13, I15). The woman stayed very clear about her feelings and intentions to stay professional despite the man giving hints and provocations to enter into a personal relationship with him. Similarly, in Workplace VII, the woman maintains a direct communication style, including very little or none metaphors and other figures of speech.

It is also seen that women tend to include slightly more adjectives in their speech, but when the adjectives themselves are compared to the ones that are used by men, it is seen that men tend to incorporate more of the same words and women tend to use more diverse words. The words themselves that each gender tends to use are not of the same style. Women have a variety of different adjectives in their vocabularies and they constantly vary throughout the conversations. The adjectives are more subjective and convey a stronger meaning, for instance *exotic*, *crushed*, *embarrassing*, *innocent*, etc. Men also have a variety of different adjectives in their vocabularies. Most of the adjectives are more neutral, though there are some that are subjective, like *harmless*, *guilty*, or *generous*. Nevertheless, the dominant adjectives are more generic and neutral, which is seen by the word *clear* being used three times, *difficult* being used four times, *new* being used four times, and *great* being used six times, whereas all other words were used only once or twice despite men or women speaking.

It is seen that women tend to use a little bit more adverbs compared to men, but the adverbs themselves used in the speech of different genders have some similarities as well as differences. It was noticed that the adverbs used are quite similar, having the same range, and denoting the same meanings. The adverbs of both men and women are rather generic like *right*, *maybe*, or *fine*, but it was noticed that men tend to incorporate more such adverbs into their speech. For instance, throughout all of the conversations women repeatedly used only three adverbs – *very* was used four times, *really* was used five times, and *just* was used eight times, whereas other generic words were used only once or twice. Men repeatedly used five adverbs – *many* and *really* were used four times, *always* and *sure* were used five times, and *just* was used sixteen times, whereas all other words were used once or twice, with the exception for *actually*, *maybe*, *very*, and *fine*, which were used three times. It was also noticed that slightly more adverbs were used when the speakers were angry, trying

to avoid a conflict or direct answers, and when a competition occurs during which the aim is to impress each other. Likewise, metaphors and other figures of speech were used more often by both men and women when the speaker was trying to avoid something, was angry, or was the one to say something offensive and manipulative. Therefore, it is seen that men and women talk rather similarly, which is seen from the elements like adjectives, adverbs, and figures of speech, but their intentions and the style in which they express themselves are quite different.

The authors of the YouTube videos, from which all of the conversations in the Appendix 1 are taken, seem to be aware of the gender-related problems in the workplace, hence, they try to publicize those problems and draw attention of the public, which is both the cause of those problems and the solution to them, because due to the social norms, dogmas, and failure to understand each other, gender issues appeared and only by the change of the people's attitudes can those problems be solved. It may be noted that throughout all of the Workplaces there were twice the number of men compared to the number of women. Though it may seem, at first, that the authors of the videos may imply that men still dominate the business sphere and that they have a great deal of influence over the occurring gender issues in the workplace, it is not the case. Four out of seven Workplaces have less or no women employees at all compared to men employees. The remaining Workplaces have either more women employees or have the same number of male and female workers. Moreover, the authors portrayed some of the women possessing the masculine elements of communication in their way of speaking instead of demonstrating women and men in a traditional and stereotypical way, thus, it may be noted that the authors address the change of the gender roles, which involves the styles of communication. Most importantly, the authors not only demonstrate the issues occurring in the workplace between men and women, but they also subtly hint how those problems could be solved and what should be done to prevent the gender issues in the future.

V. STRATEGIES TO AVOID MISUNDERSTANDINGS

The gender roles change and communication seen appropriate for men and women also change. Today the norms of how men and women should speak are different, which is seen by women involving more elements of the masculine style in their speech like directness, boldness, and aggressiveness, and men not being afraid to involve some of the feminine styles in their speech like attention to details, developing empathy towards others, and focusing on relationships between people. This may be a result of the changing and now more liberal social gender roles. Nevertheless, the intentions of each gender are not as clear to each other and for this reason there occur a lot of conflicts and misunderstandings. While many instances are in fact examples of still present discrimination and the ingrained belief that women are inferior and are objectified, many instances are the result of miscommunication.

5.1. Clarity of Communication

There are many examples in the business life when we have received an unclear message or instructions from a colleague or a superior. Such vagueness often results in more questions, misunderstandings, or even conflicts, which afterwards are difficult to solve. The connection and trust of an employee or a manager is even more difficult to restore. Therefore, it is undeniably important to communicate and express yourself with such clearness that would leave no room for misunderstandings.

Men and women tend to have different focuses in their communication. The goal of men is to preserve independence, to not let anyone put them one step down in terms of authority, whether it is position at work, demonstration of skills, or simple knowledge about how to fix an item at home like the sink or a camera. Women, however, focus on establishing connections with other people, thus, they may be better at giving compliments, encouragements, or communicating with audiences (making sure they understand what the woman is saying). Having in mind the different focuses of the two genders, it is now more understandable why misunderstandings between the genders occur. Sometimes, when men and women talk about the same thing, their perspectives might be entirely different. The woman seeks to be understood and make a connection with the person she's talking to, while the man wishes to remain unrestricted and independent. The two genders, in such cases, clash without even noticing it and a conflict erupts due to different expectations and receiving different messages. The solution of such situations is to pay attention to the styles of each gender. Only by understanding and taking into account the differences between men and women it is possible to avoid misunderstandings, achieve the clarity of communication, and make sure that the message same of the sender reaches the recipient.

Indirect discrimination against women, like imposed politeness or seeing blunt and straightforward women as spoiled and aggressive, still lacks attention and it needs to be fought against in an

open light. It may be a misunderstanding sometimes, because people tend to keep quiet about their reasons why they decide to assign not as much or less complicated work, provide a smaller salary, or take back an employment offer. The solution for such miscommunication is to talk clearly and state the reasons why such decision was made. A brilliant example of this is how the actress Jessica Chastain, who is an activist of women rights, helped another famous actress Octavia Spencer fight for her salary. During one of the Sundance TV panels, Spencer revealed that Chastain, who is producing a new film in which both actresses will be performing, helped Spencer to earn five times her regular salary (The Young Turks, 2018). According to Chastain herself, it was not hard at all as she and Spencer simply went to the employer and clearly stated their position and expectations (Chastain in Kade, 2018). Examples like this prove that not always it is an instance of discrimination or bias against a certain sex, race, or age, but rather a miscommunication between people, who have different conceptions in their minds.

Clarity of communication is just a part of the solution to the problem in our society. Another equally important part is awareness and understanding the reasons that spark those issues. Stereotypes are a huge part of the gender issues because not only do they make people assume most of the subjects like women, men, or cultural minorities in the stereotypes are the same, but they also allow and promote gender issues. The business sphere is especially sensitive to stereotypes and the resulting gender issues. Both women and men are affected, which is felt in conversations in the workplace, career choices and opportunities, and many other aspects. It is crucial to understand where these stereotypes come from, why they are created, and what simple actions can be taken to eliminate these issues. Firstly, it is important to understand that the failure of noticing and perceiving the differences of the genders creates friction between them and this friction results into vague explanations and interpretations of the aspects and qualities of each gender that are not understood. If people, especially men, would be aware of the differences and their reasons between men and women in terms of communication, the image of both genders and their roles would start changing. It might not eliminate the gender issues completely, but it would make a start towards reaching new goals in the equality movement and contribute to achieving the real equity. The more people find out about these differences and pay attention to them while communicating, the more they understand the importance and the real situation of the status quo in our societies, not to mention that there would be significantly less conflicts and misunderstandings between men and women.

Taking into account the different communication styles of men and women and the reasons for the formation of those particular styles, it is important to adapt to these styles and communicate respectively. Maintaining clarity is the best way to stay in the neutral territory, but in order to do that it is necessary to take into consideration several factors that assist in gaining more clarity in communication. Firstly, it is important to know who your audience is and what its expectations are.

In other words, it is crucial to carefully choose what you say and how you say it with respect to different people, especially different genders. For instance, in Workplace VI, the third man was telling jokes that were targeting male audience. Both man 3 and man 4 were laughing and thought that the jokes are funny, but the woman, who was sitting nearby, felt insulted because the jokes were portraying women in a stereotypical way that had negative connotations. Thus, the third man, who was telling the jokes so loud that the nearby sitting colleagues heard everything, did not choose the audience right and was disrespecting others by being too loud. In Workplace III, the first woman also failed to choose her audience when she told the first man jokes that were targeted at female audience. The jokes portrayed men in a stereotypical way that also had negative connotations, thus, the first man felt insulted and angry after being subjected to hear the jokes. Moreover, it is dangerous to underestimate or overestimate the knowledge and perception of the audience, for underestimating the audience may lead to the speaker indulging in mansplaining and the listener being irritated, whereas overestimating the audience may lead to the listener being bored by difficult sentences and unfamiliar terms or missing important information due to complicated speech.

Secondly, it is important to consider your body language, the tone of your voice, and facial expressions. There are many instances, especially in the workplace, when a person is saying something absolutely reasonable and normal, but the way they say it sends a different kind of message. Such signals might cause problems in the communication between colleagues and it might bring consequences, which may result even in losing a job. For instance, if a male colleague tells a female co-worker that she looks nice with rather neutral body language and sincere tone as well as friendly facial expression, the woman will be flattered by the compliment. However, if the man tells the woman the exact same words with suggestive body language, husky tone, and an appreciative facial expression, she will feel uncomfortable and may even file a sexual harassment complaint.

Thirdly, it is very important to make sure that the intended message reaches the recipient. It is very easy to provide the opportunity for the occurrence of misunderstandings by assuming that you know exactly what another person is talking about. The possibility of misunderstanding increases if the communicating individuals come from different cultures. An example of this is demonstrated in Workplace II, when the woman, knowing that her employee comes from a certain culture and that she had experienced negative aspects like corruption in that culture, automatically assumed that the second man wanted to be paid money in exchange of doing his job faster. In reality, the problems in the company prevented both the first and the second men to do their jobs faster. Moreover, the second man seems to be very proud of his culture and his work ethics due to the fact that he did not take the bribe and immediately quit his job, thus, he was greatly insulted when the woman simply assumed a bribe was what the man wanted. Therefore, it is crucial to pay attention to not only what is said, but how it is said as well as make sure that the intended message of the speaker was received correctly

by the recipient. Nevertheless, clarity alone in the communication cannot completely eliminate quarrels and other issues, especially between different genders.

5.2. Respect and Dignity of Humans

Clarity in communication is a tremendous help in eliminating misunderstandings between workers in business, but clarity alone is not enough to prevent the appearance of gender issues in the workplace. Respect for others and having dignity as a human being is undeniably just as important as establishing clarity in the communication with other people, but in order to possess these attributes, it is necessary to have strong morals.

“*Virtue is knowledge*”, says Plato (Meno, 87d), which, in other words, means that to know good is to do good. According to the psychologists, if people know what is the morally right and just thing to do, then they will do it. On the other hand, there are controversies to this opinion of the psychologists: “*There is a positive correlation between moral reasoning development and moral behavior; however, the correlation, even though it is statistically significant, is small, meaning that knowing the right thing to do does not always lead to the person doing the right thing.*” (Bock, 2013). There are numerous examples of this idea throughout the history as well as in our everyday life. For instance, every day we hear about politicians, television show and movie stars that involve themselves into scandals by doing something bad, even though they know that it is bad and they should not do it. Taking a closer look into our life, we would notice as well that in our past we have done something we should not have done, though we know it is bad. Therefore, the question can be raised: if people know what is good and understand what is the right thing to do, why do they still behave badly? According to the psychologists, it is because they have weak sense of moral identity. Those, who have strong moral identity, will give priority to moral commitments rather than behave immorally. Such persons, then, would be obliged to live systematically according to their moral concerns. Hence, they would not only know what is good, but would make it as priority and consistently do the good. People, who have weak moral identity, on the other hand, prefer non-moral commitments, for instance, having a lot of money, obtaining power, beauty, possessing the best material items, and achieving fame. Therefore, they know, what is the right and morally acceptable thing to do, but do not act that way, because their stimulus is non-moral commitments.

Moreover, low skills in emotional intelligence may be connected with the weak moral identity. For instance, in Workplace II, the woman demonstrated low skills in several components of emotional intelligence, like self-regulation and empathy, by not being patient with the employees and making negative assumptions based on generalized beliefs about the second man’s culture. In Workplace III, the first woman is provoking the first man into a quarrel by making insensitive remarks about his disease and making inappropriate jokes that portray men in a very stereotypical way. In Workplace V, the fourth man not only failed to solve the harassment issue with the third man, about which the

woman was complaining, he also started sexually harassing the woman himself, which is absolutely inappropriate, especially because he is in a superior position at work. In Workplace VII, the man openly demonstrated his dislike for the woman and her working style as well as tried to impose the social standards that prevent openly reaching for advancement in the workplace. In contrast, people with high moral identity and emotional intelligence choose the correct behavior that does not create issues to other people and confront the wrongdoers to prevent further problems. For instance, in Workplace III, the first man confronts the first woman and informs the superior about the issues that she creates. In Workplace V, the second man deals with the sexual harassment issue as best as he can, which is seen by him being objective, listening to both parties in the conflict, being polite to each of them, and even asking for advice if he managed the situation in the right way. In Workplace VI, the first man patiently reprimanded man 3 and man 4 until they understood that their behavior was not tolerable in the office and even provided the opportunity for the both men to apologize to the woman that they insulted.

There is also a common issue in business when a person in a higher ranking position takes advantage of their power over their inferiors and tries to have some kind of relationship unrelated to work. For example, in Workplace V, Conversation 6, interactions 16 and 18, man 4 makes clear that he tries to use his power over his employee to make the woman have an intimate relationship with him. This kind of behavior is absolutely intolerable, given that it is illegal too. *“Conflicts of interest arise when the personal interests of an employee conflict with the professional interests of a business”* (Support for Businesses in Australia, 2019). The example above is a clear instance of the man’s conflict of interest as he was jeopardizing the woman’s and his own careers in the business. Such examples of low emotional intelligence and moral identity demonstrate that people are not educated enough about the ethics of business or ethics in general. Thus, many problems like conflicts of interest are still common in 2020. *“If the human ingredient is ignored, then nothing else will work as well as it might. In the years to come, companies in which people collaborate best will have a competitive edge, and so to that extent emotional intelligence will be more vital”* (Goleman, 1998, 315). Goleman provides an astute insight that companies should make human resources as one of their top priority to maintain and care for, because it is people who make the business efficient and effective. By establishing a firm system to develop a stronger moral identity and promote emotional intelligence, companies may contribute to the overall development of the society’s moral identity and prevent deeper gender issues.

It is, nevertheless, crucial that each of the genders understand the importance of changing themselves first in order to change the society and prevent the deepening of the existing gender issues. Throughout the centuries the feminist movement achieved many important goals, which involved men admitting that women deserve equal rights. However, men are not the only ones who had to

change. It is now just as important that women fully embrace the rights they have obtained and take the responsibility to change the attitudes of others by changing our own attitudes first. In our patriarchal society, in which certain images of what is acceptable for a woman and a man is ingrained deeply, it is women who have the most responsibility to change those images by teaching the children the right values, raise them up differently, and teach them to believe that they can achieve anything as human beings (Satrapi, 2020 in Sky News). Women have accepted and adjusted to the patriarchal system and the patriarchal narrative, and, consequently, women are promoting this system as well as judging and measuring each other accordingly, because they do not realize how many constructs and barriers appear in people's brains due to this narrative (Pike, 2020 in Sky News). It takes a lot of time to liberate yourself from such constraints, but it is crucial that women do so, because only by being aware of how women themselves behave and what examples do they give for their children will true equality between men and women be obtained.

Women are absolutely able to change their worldview and behavior, which is seen from the examples of women in the conversations found in the Appendix 1. They have developed high moral identity as well as emotional intelligence, which nurture their dignity as human beings and promote respect for others. It is seen by the women being direct, professional and not holding grudges against those who insulted them. For instance, in Workplace V, the woman was not angry with the fourth man for not dealing with the harassment of the third man. However, when the woman rejected man 4 as he was suggesting a relationship, the man started holding a grudge against her because his pride was hurt. In Workplace VII, the woman is professional, objective, and aims for her career, whereas the man disapproves when problems are not solved individually, and values the relationships between the colleagues. Thus, he does not appreciate when a member of his team reveals the disagreements between the colleagues to the management. When the woman engages into a disagreement with the man and realizes that she cannot make him see her point, she suggests that the management should assist in solving the issue for her promotion, which immediately triggers the man into an outburst. These examples show that, contrary to the common belief about women, men are often more sensitive and tend to hold those feelings for long periods of time. Accepting strengths and weaknesses of genders as well as promoting clarity of communication, respect for others, and having dignity yourself can prevent such occurrences and provide the opportunity to change the society.

The conversations in the Appendix 1, which are examples of typical and most common problems of the modern society, show that it is society that needs to start changing, for the gender issues not only in the workplace, but also in everyday life will continue to flourish and deepen the gap between the genders. It may be safely claimed that the real equality between the genders can be achieved only through clarity, respect for others, having dignity yourself as well as strong moral identity.

CONCLUSIONS

Since women joined the workforce that was always the domain of men, there have been registered many instances of miscommunication, prejudice, bias, and discrimination against women. As time passed, the society changed, and women became an inseparable part of the workforce, the traditional gender roles and norms started changing and now men and women are equally capable of working in any sphere they desire. Nevertheless, due to gender barriers, there are still many issues prevailing, which arised from the societal stereotypes, assumed gender roles, and different communication styles. These gender issues, occuring in the workplace, prevent achieving true equity between men and women. Hence, this research paper was organized to reveal the reasons for the miscommunication caused by gender issues in oral business communication.

1. The description of how different business environments affect communication provide the idea about the influence of the various factors inside and outside the business to the formation of the worldview, comprehension of the genders, and attitudes towards other people of the both sexes. Interrelations between the internal and external business environments affect each other in either direct or indirect ways. For instance, people form many factors of the external business environment that influences the internal environment, which consists of people. Therefore, the external environment affects the people inside the business, who in turn affect the external environment. Inevitably, the communication between people is also affected accordingly to the changes in both environments.
2. The analysis of the varieties of communication in the workplace demonstrates the miscommunication between men and women and the deepening gender issues due to the miscommunication. Misunderstandings often result in conflicts, especially between different genders, and these misunderstandings are assumed to be a case of discrimination against a certain gender.
3. The comparison of the similarities and differences between the sexes reveals that women often acquire the masculine communication style features while seeking career. Moreover, people not always act the way that their gender characterizes them, which is seen by some women demonstrating the same qualities that men demonstrate and vice versa, but not always matching their own gender image.
4. The synthesis of the reasons for the miscommunication between the opposite sexes in the workplace showed that the different communication styles of men and women have a great impact on the occuring issues between the genders. Men and women often expect the other gender to employ the same style that they have and react to various comments and remarks accordingly. However, different people of each gender have different styles of communication, thus, when the expectations to act a certain way and the styles that do not

fit into the expectations clash, conflicts and misunderstandings occur, which are especially evident between different genders.

5. The interpretation of the ways to avoid miscommunication in the workplace revealed that clear communication of the intentions, expectations, and reasons for the actions of the individual aid greatly in preventing conflicts in the workplace. People, who developed a high level of moral identity as well as emotional intelligence, demonstrated the ability to deal with the conflicts in a more sufficient way compared to those who had a lower level of moral identity and emotional intelligence. Such people, who have strong morals and are emotionally intelligent employ a clear way of communicating and demonstrate respect for others as well as have dignity as human beings.

Therefore, the reasons for the miscommunication between men and women in the workplace, their impact, and how to avoid them are revealed.

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APPENDICES

APPENDIX 1

All of the conversations used in this paper are taken from YouTube. All conversations are an example of communication in the workplace and are presented as a role-play. Conversations in real life are not available due to privacy policies of the companies. However, each conversation is based on real life situations that had happened in real workplaces. Each conversation is individually named and labelled as Workplace for easier identification in the text. Most of the workplaces have several conversations where the participants are the same, different, or both. In every conversation each response of the participants are labeled as interactions for easier referencing in the text. Some of the Workplaces contain flashbacks of conversations between other people and the person who has the flashbacks. In such Workplaces, Conversation 1 is the main conversation and all of the other Conversations are flashbacks of the speaker in the main conversation. The flashbacks and its author will be specified in the parentheses together with the Conversation label.

WORKPLACE I

Professional vs Friendly: 3 people (Kantola Training Solutions, 2013).

Conversation 1

Interaction 1 – Woman 1: “I have to go over to Human Resources and sign some papers for my retirement. I think I’ll have Kevin come and cover down here for a while.”

Interaction 2 – Woman 2: “Oh that’s okay, I can do it.”

Interaction 3 – Woman 1: “Are you sure you’re comfortable taking over?”

Interaction 4 – Woman 2: “Yeah, no problem.”

Interaction 5 – Woman 1: “Well, okay. Here’s the list of departments, employees, and extensions and here’s the headset.”

Interaction 6 – Woman 2: “Absolutely. Take your time in HR. I’ve done this a million times.”

Interaction 7 – Woman 1: “All right...”

Conversation 2

Interaction 1 – Man: “Hi, Lindsay, right? Jack, sales.” *Shakes hands*. “So how’s it going for you so far?”

Interaction 2 – Woman 2: “Great! Hey, a guy just called for you. John?”

Interaction 3 – Man: “John Hanson? Hanson AI with stores?”

Interaction 4 – Woman 2: “He didn’t say... He said you totally knew him.”

Interaction 5 – Man: “Well, actually I have a lot of clients named John. What was it regarding?”

Interaction 6 – Woman 2: “I’m not sure, but I have the number.”

Interaction 7 – Man: “That doesn’t help me if I don’t know who I’m talking to, does it.”

WORKPLACE II

Cultural Barriers: 3 people (Guard Force, 2014).

Conversation 1

Interaction 1 – Woman: “Miguel, are we ever going to get our equipment here?”

Interaction 2 – Man 1: “Soon, señora, soon.”

Interaction 3 – Woman: “But it arrived in port two weeks ago! Why isn’t it here?”

Interaction 4 – *Man 1 in his mind: “There is a big problem, but I do not want to tell her. I cannot disappoint my boss”.*

Interaction 5 – Man 1: “Maybe tomorrow, señora. Tomorrow – “

Interaction 6 – Woman: “Miguel, why is this taking such a dreadfully long time?”

Interaction 7 – Man 1: “There is many agencies, many documents, there is so many things that must be done. This is very difficult without the right contacts – “

Interaction 8 – Woman: “I know, I know, I know, you’ve told me all about that before, but we just don’t have time for that now. Just do whatever you need to do to get the equipment here.”

Conversation 2

Interaction 1 – Woman: “Carlos! Carlos.”

Interaction 2 – Man 2: “Good afternoon, señora Jones, how are you today?”

Interaction 3 – Woman: “Fine, fine. Listen, we may run into some problems and need to reschedule, so this next round of permits, I’ll need you to get those immediately.”

Interaction 4 – Man 2: “Immediately? But, as señora knows, they won’t be ready for three weeks.”

Interaction 5 – Woman: “Carlos, we might have to stop work if we don’t get those right away!”

Interaction 6 – *Man 2 in his mind: “I don’t know what she’s thinking, but you cannot jump in line here.”*

Interaction 7 – Man 2: “That would be very difficult, very difficult...”

Interaction 8 – Woman: “Difficult? Why is it so difficult? Oh, I understand... How much will it cost?”

Interaction 9 – Man 2: “How much?”

Interaction 10 – Woman: “Yes, how much will it cost, what sort of a payment do we need to make to get the documents here now?”

Interaction 11 – Man 2: “No, señora...”

Interaction 12 – Woman: “Oh come on, Carlos, I’ve worked in Latin America before.”

Pause.

Interaction 13 – Woman: “Carlos, I need you to find out how much and I need you to take care of this.”

Man 2 putting down his name card and leaving.

Conversation 3

Interaction 1 – Woman: *Talking on the phone*. “But we’ve got to have that equipment! What... Hold on.” *Sees man 1*. “Miguel! Miguel, what is going on? I just found out that the equipment has been impounded indefinitely. Why didn’t you tell me?!“

WORKPLACE III

Can’t Get a Hint: 4 people (kitgoldman, 2013).

Conversation 1

Interaction 1 – Woman 1: “Rico, how’s the coffee?”

Interaction 2 – Man 1: “Like always, uh, you ever sip Drano?”

Interaction 3 – Woman 1: “I need some, I’ll tell ya.” *Yawning*. “Did you watch Larry King last night?”

Interaction 4 – Man 1: “Uh-uh.”

Interaction 5 – Woman 1: “They had this Hispanic scientist on, okay, speaking with a French accent. Very exotic. And...” *Yawning*. “Sorry, was talking about this research that shows that the quality of your love life can affect your energy...” *Yawning*. “I need some chocolate. Come on, Rico, you’re a diabetic.”

Interaction 6 – Man 1: “Oh, you might not broadcast in my news of – “

Interaction 7 – Woman 1: *Tickling the man*. “Come on, come on, cough it up, I know you got it somewhere.”

Interaction 8 – Man 1: “Oh! I already ate it.”

Interaction 9 – Woman 1: “Spoilsport, you know I like the thrill of the hunt.”

Interaction 10 – Man 1: “Being a predator is a man’s job.”

Interaction 11 – Woman 1: “No no no, a man’s job is taking out the trash, carrying the luggage, and killing the spiders.” *Laughs*. “Hey, did you see a Sheri female joke of the day?”

Interaction 12 – Man 1: “No, which is fine by me.”

Interaction 13 – Woman 1: “No, you gotta hear it, it’s great.”

Interaction 14 – Man 1: “No, I don’t want to.”

Interaction 15 – Woman 1: “You have to hear it! You have to. Why are men like parking spaces? Because the good ones are all taken and all that’s left are the handicapped.”

Interaction 16 – Man 1: “You’re a first class hypocrite, you know that? You’re a hypocrite!”

Interaction 17 – Woman 1: “Me? No, you’re the one who’s a hypocrite!”

Interaction 18 – Man 1: “You’re always ranting and raving on people who have personal responsibility, resolve the thing themselves, their problems that they go reporting to management.”

Interaction 19 – Woman 1: “Reporting to management, oh is that what you’re gonna do? Report me? I wouldn’t if I were you, Rico.”

Interaction 20 – Man 1: “I think it’s best if we just back off.”

Interaction 21 – Woman 1: “You know what, I gotta tell you something. I am up to here...” *Shows to the throat.* “...with this political correctness and this victim mentality, I think it’s ridiculous –“

Interaction 22 – Man 1: *Slamming a newspaper on the table.* “I know what ridiculous is! You just keep pushing like a hurricane!” *Pause.* “This anger management class is not working out for me... Listen, Danny, I’m sorry I did not mean to do that.”

Interaction 23 – Woman 1: “It’s okay.”

Interaction 24 – Man 1: “No, it’s not okay.”

Interaction 25 – Woman 1: “No no no, it’s okay, I, obviously I said something to upset you, I’m not really sure what, but uh...” *Looks at a watch.* “Oh hey, we got to get back. Look, Rico, don’t take this wrong, okay, but maybe you should ask your shrink for something calming.”

Conversation 2

Interaction 1 – Man 2: “Ola, you look so womanly today. How’s a guy supposed to focus on his work with those kind of distractions?”

Interaction 2 – Woman 2: “He’s not. Unless he paddles from the other side of the boat, if you catch my drift. Which I think is a case with Ashton.” *Man 2 looks puzzled.* “I told an innocent gay joke the other day and he looked crushed! Plus, I mean, he seems totally unimpressed with my womanliness. That’s just not natural!”

Interaction 3 – Woman 1: “Anyway, you know, I really value my career and this wasn’t good for it at all, because Larry has to tell management.”

Interaction 4 – Man 1: “I’m, I’m sorry about the other day...”

Interaction 5 – Woman 1: “No no, hey, I understand, you told him not to, but he had to anyway and now it’s gonna be going in my file.”

Interaction 6 – Woman 2: “Whoa! Next thing you know he’ll be calling me in and doing one of those his dress code rants.”

Interaction 7 – Man 1: “A lot of good those have done, huh.”

Interaction 8 – Woman 2: “If you don’t like it, don’t look. You and Ashton –”

Interaction 9 – Man 1: “You know what, Ola... Forget about it, I’m out of here.”

Interaction 10 – Woman 2: “Uh-oh... Was it something I said?”

WORKPLACE IV

Can You Be Too Nice?: 2 people (The New York Times, 2013).

Conversation 1

Interaction 1 – Man 1: “What’s up, my man?”

Interaction 2 – Man 2: “Hey, good morning, good morning!”

Interaction 3 – Man 1: “Picked you a little coffee.”

Interaction 4 – Man 2: “Oh! Thank you.”

Interaction 5 – Man 1: “Ah, it’s easy. It’s just in the other room.”

Interaction 6 – Man 2: “Appreciate it.”

Interaction 7 – Man 1: “Something I can do for my fellow man.”

Interaction 8 – Man 2: “Thanks.”

Interaction 9 – Man 1: “Yeah! Drink it at your leisure.”

Interaction 10 – Man 2: “How about... How about a two-martini lunch? Today. On me. I’ll pay for the whole thing. No big deal.”

Interaction 11 – Man 1: “Two-martini lunch, you’re just gonna buy it for me.”

Interaction 12 – Man 2: “Yeah. Why wouldn’t I.”

Interaction 13 – Man 1: “It’s great.”

Interaction 14 – Man 2: “It’s what I like to do for my fellow man.”

Interaction 15 – Man 1: “Thank you. Don’t know if you heard, but I got a promotion coming my way.”

Interaction 16 – Man 2: “Did you now, did you!”

Interaction 17 – Man 1: “Yeaaaah!”

Interaction 18 – Man 2: “Congratulations!”

Interaction 19 – Man 1: “I don’t deserve it, but I think you do. And you know what, I’m gonna recommend that you get that promotion, cause that’s the kind of guy that I am.”

Interaction 20 – Man 2: “You know, with that promotion I think it’s about time that I facilitate a hostile takeover of another company, in which case I think it’d really be great if you were the CEO. I’ll just be the senior VP, you can be in charge. I want that for you.”

Interaction 21 – Man 1: “It’s a lot of power... With that power I have no choice but to sign the company jet over to you, my friend. That’s right. A plane. Of your own. To go anywhere you would like. That’s what I’d do for you.”

Interaction 22 – Man 2: “Thanks. Can’t wait to use that plane to take you to the island of your choice for a vacation, since I plan on acquiring the entire Lesser Antilles. Take your pick. Saint Kitts, Saint Thomas, whatever island you want. I want that to happen for you.”

Interaction 23 – Man 1: “Hmm... The Lesser Antilles... I’ll just have to pick up the Greater Antilles where I’ll take you. Any island of your choice, my friend.”

Interaction 24 – Man 2: “Thank you.”

Interaction 25 – Man 1: “Yeah.”

Small pause.

Interaction 26 – Man 2: “Thanks for the coffee.”

Interaction 27 – Man 1: “Yeah.”

Interaction 28 – Man 2: “Or I’m gonna get you a venti, which is two sizes bigger than this one. Twice as generous.”

Interaction 29 – Man 1: “Well next thing I’ll get you a cuarenta.”

Interaction 30 – Man 2: “Oh will you?”

Interaction 31 – Man 1: “Yeah. It’s a forty ounce.”

Interaction 32 – Man 2: “Then the next day I’ll get you a ciento.”

Interaction 33 – Man 1: “When you get here on Friday, I’ll have picked you up a googolplexian.”

Interaction 34 – Man 2: “Oh good, because next Monday I’m gonna buy you an infinitia.”

Interaction 35 – Man 1: “Damn!”

Both typing into computers furiously.

WORKPLACE V

Ethics versus desires: 5 people (PeterGunter1, 2010)

Conversation 1 (The main conversation)

Interaction 1 – Man 1: “Hello there.”

Interaction 2 – Man 2: “Stan, hey, thanks for coming by. Can I get you a coffee or anything?”

Interaction 3 – Man 1: “No thanks, I’m fine.”

Interaction 4 – Man 2: “Okay. Hey, um, have a seat please. I really appreciate this and... I could have come to your branch instead...”

Interaction 5 – Man 1: “No no, it’s worked out fine, I had a meeting in the area. So, how’s the family, Ralph?”

Interaction 6 – Man 2: “Oh great! Sally just started first grade.”

Interaction 7 – Man 1: “Is that right, that’s wonderful. My youngest just graduated from college last year, so it goes by fast.”

Interaction 8 – Man 2: “Oh yes it does, yes it does.”

Interaction 9 – Man 1: “So, what can I do for ya?”

Interaction 10 – Man 2: “Well, I didn’t want to get into it over the phone, but I’ve had some personnel issues and I wanted to talk to you because you’re always so helpful to me.”

Interaction 11 – Man 1: “What’s the problem?”

Interaction 12 – Man 2: “Well... A few weeks ago one of our sales assistants filed sexual harassment charges against one of our SCS. It’s been a real headache.”

Interaction 13 – Man 1: “What happened?”

Interaction 14 – Man 2: “Well it’s kind of complicated. It all began a few months ago with one of his clients.”

Conversation 2 (Flashbacks of man 2)

Interaction 1 – Woman: “Mr. Sprouse! Tom will be right out. Can I get you anything?”

Interaction 2 – Man 3: “That’s okay, I’ll just wait here, admire the scenery.” *Smiles while looking at the woman.*

Woman looks uncomfortable.

Interaction 3 – Man 4: “Bert! Thanks for coming down. How’ve you been?”

Interaction 4 – Man 3: “Can’t complain, Tom. I see you’ve got yourself a new girl.”

Interaction 5 – Man 4: “That’s right, Wendy came aboard last month.”

Interaction 6 – Man 3: “Well she’s in the right business because she certainly has some fine assets.”

Both men walk out. The woman looks upset and uncomfortable.

Conversation 3 (Flashbacks of man 2)

Interaction 1 – Woman: “Excuse me, Tom, do you have a moment?”

Interaction 2 – Man 4: “Yeah.”

Interaction 3 – Woman: “I wanted to talk to you about Mr. Sprouse. I mean, the way he talked about me.”

Interaction 4 – Man 4: “Oh, don’t worry about Bert, he’s harmless.” *Phone rings, man 4 answers.*
“Hello. Hey, Phil! Can you hold on just one sec?” *To the woman.* “Wendy, I got to take this call.”

Interaction 5 – Woman: “Tom, what he said really insulted me.”

Interaction 6 – Man 4: “Look, Wendy, he’s got a two million dollar account with us so just ignore him, okay?” *Talking to the phone.* “Hey Phil. Yeah, I got the order.”

Woman leaves.

Conversation 1 (The main conversation)

Interaction 15 – Man 2: “I think Wendy would have let this incident pass if there hadn’t been other problems between her and Tom.”

Conversation 4 (Flashbacks of man 2)

Woman and man 4 viewing documents.

Interaction 1 – Woman: “This is the last one.”

Interaction 2 – Man 4: “Yeah, that’s it. Nice, all right, excellent work.”

Interaction 3 – Woman: “Thanks, no problem.”

Interaction 4 – Man 4: “You, uh, feel like something to eat?”

Interaction 5 – Woman: “No, thanks, I got to get back home.”

Interaction 6 – Man 4: “Oh come on, after all this hard work the least you can do is let me buy you some dinner.”

Interaction 7 – Woman: “Really, I have to get back. Maybe some other time.”

Interaction 8 – Man 4: “Sure, sure. You know, Wendy, uh, you’ve really been doing a great job.”

Interaction 9 – Woman: “Thanks, Tom.” *Smiling.*

Interaction 10 – Man 4: “It’s funny, since you’ve been here I feel better about myself. I have not had a lot to feel good about since my divorce.”

Man 4 puts a hand on the woman’s back.

Interaction 11 – Woman: “I don’t know what to say, I’m, I’m sorry about your divorce.”

Interaction 12 – Man 4: “Well, you sure I can’t interest you in some dinner?”

Interaction 13 – Woman: “Yeah, really, I have to get back... My boyfriend is, is expecting me.”

Interaction 14 – Man 4: “Oh, I understand. Sure.”

Interaction 15 – Woman: “Well, goodnight.”

Interaction 16 – Man 4: “Uh-huh.”

Conversation 1 (The main conversation)

Interaction 16 – Man 2: “A few days after that Tom blew up at her.”

Conversation 5 (Flashbacks of man 2)

Interaction 1 – Man 4: *Upset.* “Wendy.”

Interaction 2 – Woman: “Yes, what’s the matter?”

Interaction 3 – Man 4: “Did you open the Greenberg account?”

Interaction 4 – Woman: “No, I had to –“

Interaction 5 – Man 4: “What have you been doing? It’s been three hours.”

Interaction 6 – Woman: “I thought I could –“

Interaction 7 – Man 4: “Do me a favor, okay, don’t think! If there’s something you don’t understand, you come to me, you ask me. You got it?”

Interaction 8 – Woman: “Yes, but I’ve been trying –“

Interaction 9 – Man 4: “No, no buts! Just do what I tell you to do! All right?”

Man 4 leaves.

Conversation 6 (Flashbacks of man 2)

In the office of man 4.

Interaction 1 – Woman: “Tom, I want to talk to you about what happened earlier.”

Interaction 2 – Man 4: “Don’t worry, I straightened it out with the client.”

Interaction 3 – Woman: “That’s not what I meant. I’m very upset about the way you spoke to me, it was very embarrassing.”

Interaction 4 – Man 4: “Wendy, you took all morning to open the account.”

Interaction 5 – Woman: “There were two other accounts open and all the computers were down.”

Interaction 6 – Man 4: “Why didn’t you tell me?”

Interaction 7 – Woman: “You didn’t give me a chance.”

Interaction 8 – Man 4: “Okay, maybe I overreacted a little and I’m sorry, but, you know, Wendy, I think a lot of the problem here has to do with your attitude.”

Interaction 9 – Woman: “My attitude?”

Interaction 10 – Man 4: “Yeah! I think you could be a little more positive about your job.”

Interaction 11 – Woman: “I think I’ve been very positive about my job! It’s just hard to stay positive when you scream at me in front of everyone.”

Interaction 12 – Man 4: “Wendy, do you want the job to work out or don’t you?”

Interaction 13 – Woman: “I’ve been trying to make the job work out, I just don’t know what you want from me.”

Interaction 14 – Man 4: “All I’m saying is you could try to be a little friendlier. This is a people business.”

Interaction 15 – Woman: “I think that I’ve been very polite and I’ve tried to be professional...”

Interaction 16 – Man 4: “You’ve got to learn to relax... Look, maybe you and I, we got on the wrong foot. Why don’t we discuss it tonight, over drinks.”

Man 4 puts his hand on the woman’s hand but she takes hers away.

Interaction 17 – Woman: “You want to have drinks?”

Interaction 18 – Man 4: “Yeah... We could talk about your future here.”

Interaction 19 – Woman: “What!”

Conversation 7 (Flashbacks of man 2)

Woman in the office of man 2.

Interaction 1 – Man 2: “So did you have drinks with him?”

Interaction 2 – Woman: “Of course not.”

Interaction 3 – Man 2: “Well, maybe he was just trying to bury the hatchet.”

Interaction 4 – Woman: “Ralph, he was touching me and telling me that, that my future here depended on my being friendlier. Isn’t that obvious enough?”

Interaction 5 – Man 2: *Nodding*. “All right, let me talk to Tom, I wanna hear his version.”

Interaction 6 – Woman: “His version!”

Interaction 7 – Man 2: “I just wanna make sure that you didn’t misunderstand his intentions. Wendy, don’t worry, I’m sure that we can straighten this out.”

Conversation 8 (Flashbacks of man 2)

Man 2 and man 4 talking.

Interaction 1 – Man 4: “She said that?”

Interaction 2 – Man 2: “Mhm. Tom, these are serious allegations.”

Interaction 3 – Man 4: “She’s lying! That’s not what this is about.”

Interaction 4 – Man 2: “Well what is this about?”

Interaction 5 – Man 4: “She couldn’t handle the pressure. She knew that I wanted to let her go, so she cooked up this harassment charge.”

Interaction 6 – Man 2: “Whoa, you wanted me to fire her? Why am I only hearing about this now?”

Interaction 7 – Man 4: “Hey, I wanted to give her the benefit of the doubt, but after this I want her gone. I mean today!”

Conversation 1 (The main conversation)

Interaction 17 – Man 1: “So what happened?”

Interaction 18 – Man 2: “Well right after that Wendy filed a complaint with our human resources department and they came into the branch and conducted an investigation. She now works for someone else in the branch and Tom got a written warning. What? You think I should have handled it differently?”

Interaction 19 – Man 1: “I’m not sure. What would you do differently if you had to do it again?”

WORKPLACE VI

Boundaries at work: 5 people (PeterGunter1, 2010)

Conversation 1 (The main conversation)

Interaction 1 – Man 2: “I tell you, this job has given me headaches.”

Interaction 2 – Man 1: “Harassment issues can be a very difficult thing to deal with.”

Interaction 3 – Man 2: “Why should I have to deal with it? People should know how to behave.”

Interaction 4 – Man 1: “Ralph, people don’t always know. Look, your job is to make sure your employees are comfortable and productive. You need to deal with it.”

Interaction 5 – Man 2: “But I didn’t sign up for this... I hate this stuff! And to tell you the truth... I’m thinking about going back to being an FC.”

Interaction 6 – Man 1: “Ralph, I always thought that you would make a great branch manager and from what I’ve heard about you I’ve been right.”

Interaction 7 – Man 2: “Oh come on, really?”

Interaction 8 – Man 1: “Yes.”

Interaction 9 – Man 2: “Well, I don’t think anybody is happy with me here.”

Interaction 10 – Man 1: “Being a branch manager is not a popularity contest. I’ve had many personnel problems myself, believe me.”

Interaction 11 – Man 2: “Not like this you didn’t.”

Interaction 12 – Man 1: “As a matter of fact, I did.”

Interaction 13 – Man 2: “Really? What happened?”

Interaction 14 – Man 1: “Well, it started with a complaint from an FCA.”

Conversation 2 (Flashbacks of man 1)

Man 3, man 4, and woman in the office.

Interaction 1 – Man 3: “Hey Paul, look at this. What’s the difference between a woman and a beer?”

Interaction 2 – Man 4: “I don’t know.”

Interaction 3 – Man 3: “A beer doesn’t drive you to drink.”

Both men laugh, the woman looks uncomfortable.

Interaction 4 – Man 3: “You can have more than one beer a night and not feel guilty.”

Both men laugh. The woman looks upset.

Interaction 5 – Man 3: “It’s great! You don’t need a license to live with the beer.”

Interaction 6 – Woman: “Hey guys...”

Interaction 7 – Man 3: “Oh, this is, you don’t have to say you respect beer in the morning.”

Interaction 8 – Woman: “Hey guys. Do you mind, I’m trying to get some work done here.”

Interaction 9 – Man 3: “Lighten up, Jane, I mean, these are funny!”

Interaction 10 – Woman: “No, it’s not funny. It’s insulting.”

Interaction 11 – Man 3: “Oh, sensitive.” *Talks to man 3.* “He’s great, this guy...”

Conversation 1 (The main conversation)

Interaction 15 – Man 1: “Shortly afterwards, I monitored some of Ed’s emails.”

Conversation 3 (Flashbacks of man 1)

Man 3 and man 4 are in the office of man 1.

Interaction 1 – Man 1: *Talking on the phone.* “Okay, thanks a lot, bye.”

Interaction 2 – Man 3: “What’s up, Stan?”

Interaction 3 – Man 1: “Ed, Paul, I called you in because I wanted to make sure you understand our email policies.”

Interaction 4 – Man 4: “Sure, go ahead.”

Interaction 5 – Man 1: “First of all, you should not be exchanging anything with clients or coworkers that is potentially offensive. And that goes for web links, jokes, and photos.”

Interaction 6 – Man 3: “Well, why are you telling us this? Did somebody say something or...”

Interaction 7 – Man 1: “No, no. I’ve been reviewing your email.”

Interaction 8 – Man 3: *Taken aback.* “What? You’ve been reading my email?”

Interaction 9 – Man 1: “That’s my job, Ed. I’m supposed to monitor correspondence and that includes email.”

Interaction 10 – Man 3: “But that’s private stuff.”

Interaction 11 – Man 1: “Not at work. Look, I sent out three memos about this already.”

Interaction 12 – Man 3: “I didn’t get any memos. Paul, do you remember getting a memo or...”

Interaction 13 – Man 4: “Yeah, actually I do.”

Interaction 14 – Man 1: “Email can be copied and distributed and that’s a concern, especially if it’s offensive to someone.”

Interaction 15 – Man 3: “Yeah but my clients like jokes, okay, I can’t keep them from sending me things.”

Interaction 16 – Man 1: “Actually, Ed, you can. Just tell them your branch manager reads your email and won’t tolerate any non-business correspondence on company equipment. Is that clear?”

Interaction 17 – Man 4: “Absolutely.”

Interaction 18 – Man 3: “Sure.”

Interaction 19 – Man 1: “Good.”

Conversation 1 (The main conversation)

Interaction 16 – Man 2: “So did they listen to you?”

Interaction 17 – Man 1: “Yes and no. I think Paul was glad that I set down the ground rules. Unfortunately, Ed thought he could get around the ground rules by using his laptop at work. One day someone sent him an email with a web link to a porn site.”

Conversation 4 (Flashbacks of man 1)

Man 3 at his laptop.

Interaction 1 – Man 3: “Whoa, Paul, Paul, check this out. Take a look at that.”

Interaction 2 – Man 4: “Whoa, Ed, I don’t think that’s okay.”

Interaction 3 – Man 3: “What...”

Interaction 4 – Woman: “Hey, guys. Here are ULs.”

Interaction 5 – Man 3: “Hey, Jane, take a look at this. Mud wrestling.” *Laughs.*

Woman looks insulted.

Interaction 6 – Woman: “Excuse me. That’s inappropriate.”

Interaction 7 – Man 3: “What’s her problem? Whoa! Check out that one!”

Interaction 8 – Man 4: “Ed, I think you better turn this off, you remember what Stan said.”

Interaction 9 – Man 3: “Oh no, relax, relax, this is my computer. Look at this.”

Conversation 1 (The main conversation)

Interaction 18 – Man 1: “That’s when Jane came to see me. I had another conversation with Ed and Paul.”

Conversation 5 (Flashbacks of man 1)

Man 3 and man 4 are in the office of man 1.

Interaction 1 – Man 1: “Perhaps I didn’t make myself clear the last time.”

Interaction 2 – Man 3: “I was using my laptop.”

Interaction 3 – Man 1: “I doesn’t matter, you’re at work. Jane wanted to file a sexual harassment complaint with HR. Apparently, this hasn’t been the first time she’s felt offended by you two.”

Interaction 4 – Man 3: “I didn’t even know it was a porn site until I opened it up.”

Interaction 5 – Man 1: “Well then don’t open up any unknown web links. This is serious, Ed. You and Paul could get fined or, or terminated for something like this, especially if you’ve had a prior warning. I’m gonna say this one more time. No more inappropriate materials in the office. Is that clear?”

Interaction 6 – Man 4: “Absolutely.”

Interaction 7 – Man 3: “It’s fine.”

Interaction 8 – Man 1: “All right, now hold on a minute. I’m gonna ask Jane to come in here, so that you can apologize to her. Don’t you think that’s a good idea?”

Interaction 9 – Man 4: “Yes, I do.”

Interaction 10 – Man 3: “Yeah, I guess.”

WORKPLACE VII

Gender bias: 2 people (Emtrain, 2019)

Conversation 1

Woman comes inside the office of the man.

Interaction 1 – Woman: “Hi there.”

Interaction 2 – Man: “Hi.”

Interaction 3 – Woman: “You have a minute? There’s something I need to talk to you about.”

Interaction 4 – Man: “Yeah.” *Closes his computer and faces the woman.* “What’s going on?”

Interaction 5 – Woman: “I’m gonna be upfront, cut right to the chase.”

Interaction 6 – Man: “Well, that’s always been your style, so, go ahead.”

Interaction 7 – Woman: “I’m interested in the director role for the business development team. I think I’d be a good fit. I’ve held a management role here for longer than two years. I’ve hired and fired employees as I’ve needed to and trained everyone on the team. I’ve executed, I’m ready.”

Interaction 8 – Man: “I’m glad to hear that, Sarah, but you have a little one on the way.” *Pause.* “I mean look, don’t get me wrong, I’m, I’m very happy for you, but, uh, do you really want to be a first-time mom and then have a new bigger role at the same time?”

Interaction 9 – Woman: “Why wouldn’t I want the director’s role? I’ve earned my MBA and this is the career field that I’ve selected.”

Interaction 10 – Man: “I just think you’re being unrealistic. I, I mean assuming you can handle a new position and a new baby at the same time, why don’t you just give it a few years till you get in the groove, you know.”

Interaction 11 – Woman: “I mean, if there’s someone more qualified –“

Interaction 12 – Man: “No no no, it’s, listen, it’s just hard to juggle both and honestly I don’t want our team to be the ball you end up dropping.”

Interaction 13 – Woman: “Don’t you think you’re being a bit unrealistic? You know, it’s fine, let’s just see what senior management in HR has to say about this.”

Interaction 14 – Man: “Yeah, big surprise, there you go run to HR to get your new director position, just like you got the one you’re in now.”

Interaction 15 – Woman: “Well obviously that’s what I need to do to get things done around here. Can you blame me?”

Interaction 16 – Man: “Yeah! I can blame you, because that’s not being a team player, and it’s, it’s pretty simple: if you don’t wanna be a team player, then don’t be on my team.”

APPENDIX 2

The three tables below are examining the speech elements of men and women in the Workplaces. Table 1 is identifying the frequency of adjectives, adverbs, metaphors, and other figures of speech used by men and women in the conversations. The total number of men and women counted throughout all of the Workplaces is indicated in parentheses in Table 1. Table 2 and table 3 indicate each adjective, adverb, metaphor, and other figure of speech used by a man or a woman throughout all of the Workplaces.

Table 1. The frequency of speech elements of men and women in the workplace.

	Women (8)	Men (16)
Adjectives	39	71
Metaphors	3	9
Adverbs	46	78
Figures of speech	17	33

Table 2. Speech elements of women in the workplace.

Women			
Adjectives	Metaphors	Adverbs	Figures of speech
<i>Okay</i> (WI, C1, I2)	<i>Thrill of the hunt</i> (WIII, C1, I9) <i>Paddles from the other side of the boat</i> (WIII, C2, I2) <i>Catch my drift</i> (WIII, C2, I2)	<i>Great</i> (WI, C2, I2)	<i>A million times</i> (WI, C1, I6) <i>I tell ya</i> (WIII, C1, I3) <i>Okay</i> (WIII, C1, I5) <i>Cough it up</i> (WIII, C1, I7) <i>Like parking spaces</i> (WIII, C1, I15) <i>Up to here</i> (WIII, C1, I21) <i>Okay</i> (WIII, C1, I25) <i>I mean</i> (WIII, C2, I2) <i>Next thing you know</i> (WIII, C2, I6) <i>I mean</i> (WV, C3, I3) <i>No problem</i> (WV, C4, I3) <i>The computers were down</i> (WV, C6, I5) <i>Didn't give me a chance</i> (WV, C6, I7)
<i>Comfortable</i> (WI, C1, I3)		<i>Just</i> (WI, C2, I2)	
<i>Difficult</i> (WII, C2, I8)		<i>Totally</i> (WI, C2, I4)	
<i>Difficult</i> (WII, C2, I8)		<i>Absolutely</i> (WI, C1, I6)	
<i>This</i> (WIII, C1, I5)		<i>Ever</i> (WII, C1, I1)	
<i>Exotic</i> (WIII, C1, I5)		<i>Dreadfully</i> (WII, C1, I6)	
<i>This</i> (WIII, C1, I5)		<i>Just</i> (WII, C1, I8)	
<i>Diabetic</i> (WIII, C1, I5)		<i>Just</i> (WII, C1, I8)	
<i>Good</i> (WIII, C1, I15)		<i>Fine</i> (WII, C2, I3)	
<i>Handicapped</i> (WIII, C1, I15)		<i>Fine</i> (WII, C2, I3)	
<i>Great</i> (WIII, C1, I13)		<i>Immediately</i> (WII, C2, I3)	
<i>This</i> (WIII, C1, I21)		<i>Right away</i> (WII, C2, I5)	
<i>This</i> (WIII, C1, I21)		<i>Just</i> (WII, C3, I1)	
<i>Ridiculous</i> (WIII, C1, I21)		<i>Indefinitely</i> (WII, C3, I1)	
<i>Calming</i> (WIII, C1, I25)			
<i>Innocent</i> (WIII, C2, I2)			
<i>Crushed</i> (WIII, C2, I2)			

<i>Unimpressed</i> (WIII, C2, I2) <i>Natural</i> (WIII, C2, I2) <i>Good</i> (WIII, C2, I3) <i>Sorry</i> (WV, C4, I11) <i>Upset</i> (WV, C6, I3) <i>Embarrassing</i> (WV, C6, I3) <i>Positive</i> (WV, C6, I11) <i>Hard</i> (WV, C6, I11) <i>Positive</i> (WV, C6, I11) <i>Polite</i> (WV, C6, I15) <i>Professional</i> (WV, C6, I15) <i>Friendlier</i> (WV, C7, I4) <i>Obvious</i> (WV, C7, I4) <i>Funny</i> (WVI, C2, I10) <i>Insulting</i> (WVI, C2, I10) <i>Inappropriate</i> (WVI, C4, I6) <i>Upfront</i> (WVII, C1, I5) <i>Good</i> (WVII, C1, I7) <i>Ready</i> (WVII, C1, I7) <i>Qualified</i> (WVII, C1, I11) <i>Unrealistic</i> (WVII, C1, I13) <i>Fine</i> (WVII, C1, I13)		<i>Very</i> (WIII, C1, I5) <i>Somewhere</i> (WIII, C1, I7) <i>Obviously</i> (WIII, C1, I25) <i>Really</i> (WIII, C1, I25) <i>Maybe</i> (WIII, C1, I25) <i>Totally</i> (WIII, C2, I2) <i>Just</i> (WIII, C2, I2) <i>Anyway</i> (WIII, C2, I3) <i>Really</i> (WIII, C2, I3) <i>At all</i> (WIII, C2, I3) <i>Anyway</i> (WIII, C2, I5) <i>Now</i> (WIII, C2, I5) <i>One of those his</i> (WIII, C2, I6) <i>Right</i> (WV, C2, I1) <i>Really</i> (WV, C3, I5) <i>Really</i> (WV, C4, I7) <i>Maybe</i> (WV, C4, I7) <i>Really</i> (WV, C4, I13) <i>Earlier</i> (WV, C6, I1) <i>Very</i> (WV, C6, I3) <i>Very</i> (WV, C6, I11) <i>Just</i> (WV, C6, I11) <i>Just</i> (WV, C6, I13) <i>Very</i> (WV, C6, I15)	<i>Do you mind</i> (WVI, C2, I8) <i>Excuse me</i> (WVI, C4, I6) <i>Cut to the chase</i> (WVII, C1, I5) <i>I mean</i> (WVII, C1, I11)
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		<i>Of course</i> (WV, C7, I2) <i>Enough</i> (WV, C7, I4) <i>Right</i> (WVII, C1, I5) <i>Longer</i> (WVII, C1, I7) <i>More</i> (WVII, C1, I11) <i>A bit</i> (WVII, C1, I13) <i>Just</i> (WVII, C1, I13) <i>Obviously</i> (WVII, C1, I15)	
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Table 3. Speech elements of men in the workplace.

Men			
Adjectives	Metaphors	Adverbs	Figures of speech
<i>Big</i> (WII, C1, I4)	<i>Admire the scenery</i>	<i>Actually</i> (WI, C2, I5)	<i>Jump in line</i> (WII, C2, I6)
<i>Difficult</i> (WII, C1, I7)	(WV, C2, I2)	<i>Soon</i> (WII, C1, I2)	
<i>Difficult</i> (WII, C2, I7)	<i>Come aboard</i> (WV, C2, I5)	<i>Maybe</i> (WII, C1, I5)	<i>Back off</i> (WIII, C1, I20)
<i>Difficult</i> (WII, C2, I7)		<i>Many</i> (WII, C1, I7)	
<i>Ridiculous</i> (WIII, C1, I22)	<i>Fine assets</i> (WV, C2, I6)	<i>Many</i> (WII, C1, I7)	<i>Pushing like a hurricane</i> (WIII, C1, I22)
<i>Womanly</i> (WIII, C2, I1)	<i>Talk about your future here</i> (WV, C6, I18)	<i>Very</i> (WII, C1, I7)	<i>I'm out of here</i> (WIII, C2, I9)
<i>Little</i> (WIV, C1, I3)	<i>Bury the hatchet</i> (WV, C7, I3)	<i>Already</i> (WIII, C1, I8)	<i>My man</i> (WIV, C1, I1)
<i>Easy</i> (WIV, C1, I5)		<i>Fine</i> (WIII, C1, I12)	
<i>Whole</i> (WIV, C1, I10)	<i>Handle the pressure</i> (WV, C8, I5)	<i>First class</i> (WIII, C1, I16)	<i>At your leisure</i> (WIV, C1, I9)
<i>Great</i> (WIV, C1, I13)		<i>Always</i> (WIII, C1, I18)	<i>No big deal</i> (WIV, C1, I10)
<i>Entire</i> (WIV, C1, I22)	<i>Cooked up</i> (WV, C8, I5)	<i>Just</i> (WIII, C1, I22)	
<i>Bigger</i> (WIV, C1, I28)	<i>To juggle both</i> (WVII, C1, I12)	<i>Today</i> (WIII, C2, I1)	
<i>Generous</i> (WIV, C1, I28)			

<i>Wonderful</i> (WV, C1, I7) <i>Fast</i> (WV, C1, I7) <i>Helpful</i> (WV, C1, I10) <i>Complicated</i> (WV, C1, I14) <i>Right</i> (WV, C2, I6) <i>Harmless</i> (WB, C3, I4) <i>Nice</i> (WV, C4, I2) <i>Excellent</i> (WV, C4, I2) <i>Hard</i> (WV, C4, I6) <i>Great</i> (WV, C4, I8) <i>Better</i> (WV, C4, I10) <i>Good</i> (WV, C4, I10) <i>Sure</i> (WV, C4, I12) <i>Sorry</i> (WV, C6, I8) <i>Positive</i> (WV, C6, I10) <i>Friendlier</i> (WV, C6, I14) <i>People</i> (WV, C6, I14) <i>Sure</i> (WV, C7, I7) <i>Serious</i> (WV, C8, I2) <i>Sure</i> (WV, C1, I19) <i>Difficult</i> (WVI, C1, I2) <i>Comfortable</i> (WVI, C1, I4) <i>Productive</i> (WVI, C1, I4) <i>Great</i> (WVI, C1, I6) <i>Right</i> (WVI, C1, I6) <i>Happy</i> (WVI, C1, I9) <i>Guilty</i> (WVI, C2, I4) <i>Great</i> (WVI, C2, I5) <i>Funny</i> (WVI, C2, I9)	<i>The ball you end up dropping</i> (WVII, C1, I12)	<i>Just</i> (WIV, C1, I5) <i>Really</i> (WIV, C1, I20) <i>Just</i> (WIV, C1, I20) <i>A lot of</i> (WIV, C1, I21) <i>Anywhere</i> (WIV, C1, I21) <i>Whatever</i> (WIV, C1, I22) <i>Just</i> (WIV, C1, I23) <i>Twice</i> (WIV, C1, I28) <i>Fine</i> (WV, C1, I3) <i>Really</i> (WV, C1, I4) <i>Instead</i> (WV, C1, I4) <i>Fine</i> (WV, C1, I5) <i>Great</i> (WV, C1, I6) <i>Just</i> (WV, C1, I6) <i>Just</i> (WV, C1, I7) <i>Always</i> (WV, C1, I10) <i>Real</i> (WV, C1, I12) <i>Certainly</i> (WV, C2, I6) <i>Just</i> (WV, C3, I4) <i>Just</i> (WV, C3, I6) <i>Sure</i> (WV, C4, I8) <i>Sure</i> (WV, C4, I8) <i>Really</i> (WV, C4, I8) <i>Sure</i> (WV, C4, I14) <i>Just</i> (WV, C5, I9) <i>Maybe</i> (WV, C6, I8) <i>A little</i> (WV, C6, I8)	<i>You know</i> (WIV, C1, I20) <i>It's about time</i> (WIV, C1, I20) <i>That's right</i> (WIV, C1, I21) <i>Take your pick</i> (WIV, C1, I22) <i>Next thing</i> (WIV, C1, I29) <i>That's right</i> (WV, C2, I5) <i>That's it</i> (WV, C4, I2) <i>Feel like something to eat</i> (WV, C4, I4) <i>You know</i> (WV, C4, I8) <i>The least you can do</i> (WV, C4, I6) <i>It's funny</i> (WV, C4, I10) <i>Blew up at her</i> (WV, C1, I16) <i>Okay</i> (WV, C5, I7) <i>Straightened it out with the client</i> (WV, C6, I2) <i>You know</i> (WV, C6, I8) <i>Got on the wrong foot</i> (WV, C6, I16) <i>Let her go</i> (WV, C8, I5)
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<i>Sensitive</i> (WVI, C2, I11) <i>Great</i> (WVI, C2, I11) <i>Offensive</i> (WVI, C3, I5) <i>Private</i> (WVI, C3, I10) <i>Offensive</i> (WVI, C3, I14) <i>Clear</i> (WVI, C3, I16) <i>Glad</i> (WVI, C1, I17) <i>Okay</i> (WVI, C4, I2) <i>Clear</i> (WVI, C5, I1) <i>Unknown</i> (WVI, C5, I5) <i>Serious</i> (WVI, C5, I5) <i>Prior</i> (WVI, C5, I5) <i>Inappropriate</i> (WVI, C5, I5) <i>Clear</i> (WVI, C5, I5) <i>Good</i> (WVI, C5, I8) <i>Fine</i> (WVI, C5, I7) <i>Glad</i> (WVII, C1, I8) <i>Wrong</i> (WVII, C1, I8) <i>Happy</i> (WVII, C1, I8) <i>First-time</i> (WVII, C1, I8) <i>New</i> (WVII, C1, I8) <i>Bigger</i> (WVII, C1, I8) <i>Unrealistic</i> (WVII, C1, I10) <i>New</i> (WVII, C1, I10) <i>New</i> (WVII, C1, I10) <i>Hard</i> (WVII, C1, I12) <i>New</i> (WVII, C1, I14) <i>Simple</i> (WVII, C1, I16)		<i>A lot of</i> (WV, C6, I8) <i>A little more</i> (WV, C6, I10) <i>A little</i> (WV, C6, I14) <i>Maybe</i> (WV, C7, I3) <i>Just</i> (WV, C7, I3) <i>Just</i> (WV, C7, I7) <i>Only</i> (WV, C8, I6) <i>Differently</i> (WV, C1, I18) <i>Differently</i> (WV, C1, I19) <i>Very</i> (WVI, C1, I2) <i>Always</i> (WVI, C1, I4) <i>Always</i> (WVI, C1, I6) <i>Many</i> (WVI, C1, I10) <i>Shortly</i> (WVI, C1, I15) <i>Sure</i> (WVI, C3, I4) <i>Potentially</i> (WVI, C3, I5) <i>Already</i> (WVI, C3, I11) <i>Actually</i> (WVI, C3, I13) <i>Especially</i> (WVI, C3, I14) <i>Actually</i> (WVI, C3, I16) <i>Just</i> (WVI, C3, I16)	<i>Give her the benefit of the doubt</i> (WV, C8, I7) <i>I tell you</i> (WVI, C1, I1) <i>Lighten up</i> (WVI, C2, I9) <i>I mean</i> (WVI, C2, I9) <i>Okay</i> (WVI, C3, I15) <i>Little one on the way</i> (WVII, C1, I8) <i>Get in the groove</i> (WVII, C1, I10) <i>You know</i> (WVII, C1, I10) <i>Big surprise</i> (WVII, C1, I14)
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		<p><i>Absolutely</i> (WVI, C3, I17)</p> <p><i>Sure</i> (WVI, C3, I18)</p> <p><i>Good</i> (WVI, C3, I19)</p> <p><i>Unfortunately</i> (WVI, C1, I17)</p> <p><i>Better</i> (WVI, C4, I8)</p> <p><i>Apparently</i> (WVI, C5, I3)</p> <p><i>Especially</i> (WVI, C5, I5)</p> <p><i>Absolutely</i> (WVI, C5, I6)</p> <p><i>Always</i> (WVII, C1, I6)</p> <p><i>Very</i> (WVII, C1, I8)</p> <p><i>Really</i> (WVII, C1, I8)</p> <p><i>Just</i> (WVII, C1, I10)</p> <p><i>Just</i> (WVII, C1, I10)</p> <p><i>Just</i> (WVII, C1, I12)</p> <p><i>Honestly</i> (WVII, C1, I12)</p> <p><i>Just</i> (WVII, C1, I14)</p> <p><i>Pretty</i> (WVII, C1, I16)</p>	
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