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| Related image | ENG211 Oral Synthesis task: **“Gender-based marketing”** |

* **In this exercise, you will first read a short passage about gender-based marketing, and then listen to an excerpt from a talk with Rachel Brandt on the same topic. You will use this information to complete the synthesizing task. You will listen once.**
* **Now read the excerpt written by Grayson. You have 3 minutes..**

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| Attempts by parents and teachers to persuade boys to read more are being undermined by publishers whose insistence on using bright "Barbie" pink covers on books is turning away young male readers. Parents and teachers alike are frustrated to find that many of the books they felt would appeal to girls and boys have covers that are clearly intended to appeal only to girls. Moreover, content seems to encourage gender stereotyping. An example is a collection of poems targeted at youth and divided into separate books *100 Great Poems for Boys* and *100 Great Poems for Girls.* The selection of poems for boys from great authors features subjects like the ancient art of war and oratory whereas the selection for girls features feelings and flowers, supposedly more “appropriate” for them. Not only that, of the 100 poets whose works have been chosen for the boys’ book, only four are women. This propagates the idea that boys don’t want to read works by women writers. Some say that’s why JK Rowling doesn’t put her first name Joanne on her books.  Grayson, K. (2013, October 24). Literature for boys and girls. The Guardian. Retrieved November 1, 2013 from www.theguardian.com |
|  |
| * Image result for web icon **Now, listen to part of a talk on gender-based marketing and take notes on the views of the speaker.**   Source: https://www.[youtube](https://www.youtube.com/watch?v=Ruw6MJQdWHw).com/[watch](https://www.youtube.com/watch?v=Ruw6MJQdWHw)?v=Ruw6MJQdWHw |
| *Rachel Brandt:* |
|  |
| * **Compare and contrast the ideas of Grayson and Brandt on gender-based marketing. Remember to include the justifications they provided.** |
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**ANSWER KEY**

Brandt claims that it is unavoidable to adjust the cover of the book to its content if the book is to be a commercial success. Therefore, she believes that gender-based covers are a clever marketing strategy. However, according to an article published in the Guardian, such gender specific covers are very likely to stop a boy or a girl from buying a book that they could have bought if it had a neutral cover.

**or**

Grayson states that book covers and book content that appeal more to one gender have a negative effect on readers from the other gender since they feel that these books are not ‘appropriate’ for them. Brandt, on the other hand, believes that the main aim should be making books commercially successful and selling these books to the target audience by considering their needs and interests.

 **TAPESCRIPT**

**Host**: What are your views Rachel?

**Rachel**: Well, when books are about real contemporary characters rather than fantasy, we find that it is challenging to produce a book cover which appeals equally to both genders.In an ideal world, maybe we would be publishing only gender-neutral titles with gender-neutral covers, but I don’t live in an ideal world. I am motivated by two things: I need to make books commercially successful and I am keenly interested in providing children with books they want.

We must accept that many boys and girls have preferences in terms of packaging, subject matter and the gender of the central character. I think that, whether because of nature or nurture, most girls are more likely to be attracted to, and to probably enjoy, a book about princesses than one about dinosaurs driving diggers, and that boys are more likely to choose a book about dinosaurs driving diggers than a book about princesses.

**Host**: Thank you Rachel. Now we’ll turn to our listeners for their views on this issue. Adam from New York tweets…