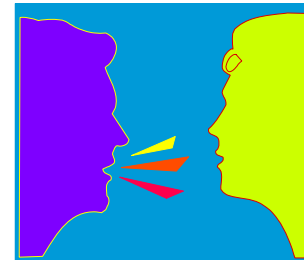


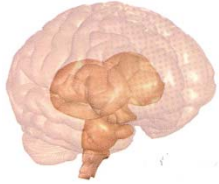


Presents

Can You *Hear* What I'm Saying?

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Brain References



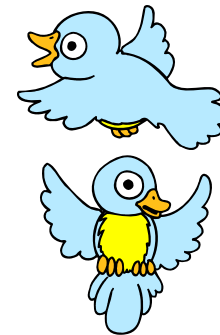


Communication

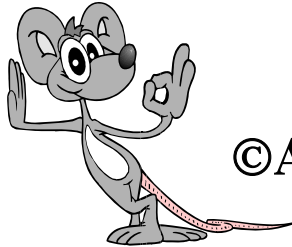
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The average person spends about 80% of their waking hours communicating

PET Scans: there may be a big difference between listening and and really “hearing” the message content of a face-to-face communication – especially cross-gender



You can enhance the likelihood . . .

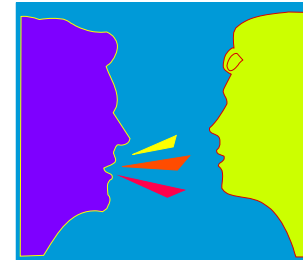


1 Be Congruent

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Studies have shown the way in which the message content is conveyed in face-to-face communications when emotion or attitudes are involved:

- ✓ **Verbal: 7% to 10%**
- ✓ **Nonverbal:**



Voice tonality – 15% to 38%

Body language – 55% to 75%

2 Use Gender-Specific Language

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You tend to speak the same gender-language with same-gender persons

You need to speak their language with cross-gender persons to convey the message accurately



- **Most males grow up speaking male**
- **Most females grow up speaking female**
- **There are exceptions . . .**

Female Speech Characteristics

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Indirect (suggests as if optional)

Start at the beginning and tell all

More words - longer sentences

More adverbs, adverbs, qualifiers

Interruptions are considered rude

Longer pauses between episodes of speech

Voice tones rise at the end of the sentence



Male Speech Characteristics

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Direct (as if not optional)

Start with the bottom line

Fewer words - shorter sentences

Use more nouns and verbs (action)

Interruptions not considered rude

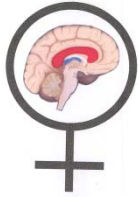
Shorter pauses between episodes of speech

Voice tones fall at the end of the sentence



#3 Speak to Hearing Differences

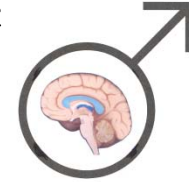
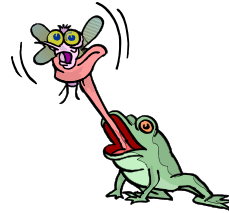
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Female Brains

Tend to have more acute hearing overall

Are more easily distracted by sounds in the environment

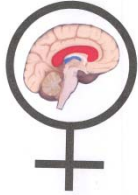


Male Brains

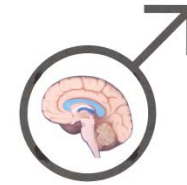
Tend to have less acute hearing overall

May focus better with some environmental sounds

Distractions



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Female Brains

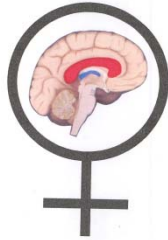
As early as age 11, tend to be distracted by noise levels that are about 10 times softer than the levels that comparable boys find distracting

Male Brains

Hearing differences become more pronounced throughout life so may miss soft sounds / spoken words

Practical Application

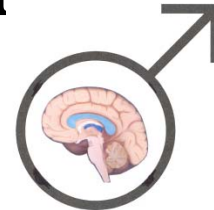
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Female Brains

Keep the environment free of extraneous distractions/sounds (e.g., avoid background music)

Some listen better when drawing, knitting, or taking notes, etc.



Male Brains

May focus better with background music

May need to do something with their hands or get up and walk around

Voice Differences

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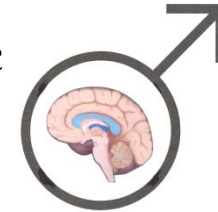
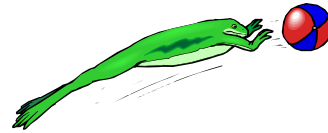
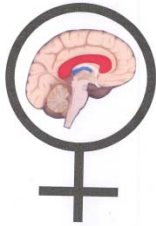
**The female voice is more “complex”
(as compared with the male voice)
due to differences in size and shape
of the vocal cords and larynx**

**Typically displays greater sound and
pitch frequencies / variations,
especially when excited or stressed
(greater natural melody)**



PET Scans

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Male Brains

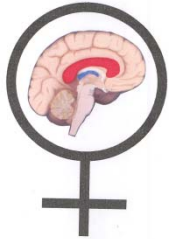
Female Brains

Use both brain hemispheres when listening to human voices – regardless of gender

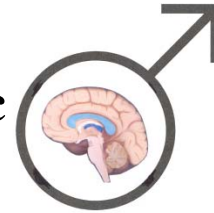
Use primarily one brain hemisphere when listening

Hemisphere used differs based on gender of heard voice

Conclusions



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Female Brains

Typically process speech sounds in Wernicke's area in L hemisphere and non-speech sounds in R hemisphere

Male Brains

Typically process male voices in Wernicke's area in L hemisphere and female voices in R hemisphere (where melody lines of music are decoded)

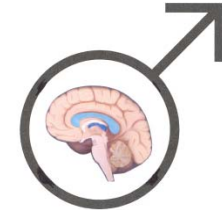
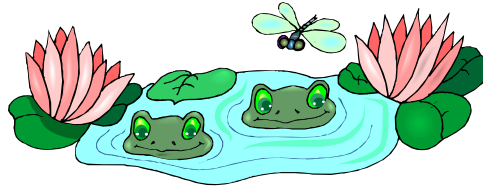
**“Of course I’m
listening...**

**your voice is
music to my
ears!”**



Practical Applications

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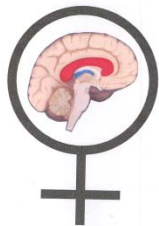
Female Brains

Pick up nuances in voice tonality and sounds (e.g., baby crying, warning voice tones, softly spoken words, sighs)

Male Brains

May miss decoding female speech sounds and/or vocal nuances

Implications for date rape?



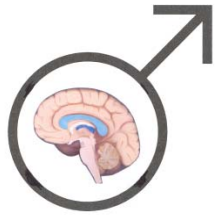
Female Strategies

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To increase the likelihood of being heard by a male brain:

- Lower voice pitch and speak up
- Keep inflections down at end of phrases
- Use even voice tones (monotone)
- Give him the bottom line up front

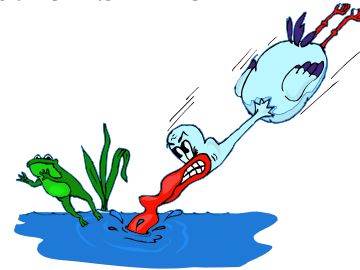




Male Strategies

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To increase the likelihood of hearing a female voice:



- Pay attention to female speech sounds
- Ask her to speak up (keep your voice volume low)
- Request the bottom line first
- Repeat what you think you heard ...



Differences Exist

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**They are not necessarily good or bad,
desirable or undesirable, right or wrong –
they just are what they are**



**You can make your life easier or
or more difficult by your response
to differences – and you can enhance the
likelihood of getting your message content
across when you speak to the differences**

