

Good thesis proposal on gender stereotypes

[Business](#), [Company](#)



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Final Proposal

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The selected workplace is the fashion retail industry. The industry deals in the production and sale of clothing material. The national leaders selected in this industrial category are Nike, Adidas and UnderArmour. Fashion retail examines the entire fashion field. It focuses on the price of the fashion commodities and how much they are being sold for. Additionally, the retail industry conducts market research to establish the trending and most preferred products in the industry.

Nike Inc. was founded by Phil Knight and Bill Bowerman. Originally, the company was set up as Blue Ribbon Sports in 1964 by Bowerman and Knight. The two distributed Onitsuka Tiger Footwear which is currently owned by ASICS. In 1972, Blue Ribbon Sports was transformed into Nike Sports, which was marked by improved revenues.

Adidas Group emerged for a German village in around 1925. The distinctive three stripes were born in the name of Herzogenaurach, which is located in the North of Nuremberg. The founder was Adolf Adi Dassler. He advanced the company after realizing the need for athletic shoes for performance.

Under Armour began in 1995 with Kevin Plank who was then a football captain at Maryland University. Plank realized that most of the cotton T-Shirts they wore during the game was often soaked and heavy with sweat. Plank launched his superior sport design model which culminated into the apparel Under Armour industry.

Fashion is a multi-gendered field although it revolves around two genders. According to sociological images brought out by Lisa Wade, it is difficult to purchase clothes. It is also difficult to purchase other garments exclusively manufactured for men or women. Majority of the garments are, in fact, unisex (Wade & Heldman, 2010, p. 3).

Gender issues and stereotypes arise from the efforts made by retailers to force consumers to purchase garments based on what the retailers deem fit for both men and women exclusively. Fashion may have been specific on what exactly gender wears, but the rules have changed and grown far more discriminative.

The information was derived from online journals especially those focused on the retail of fashion materials from time to time like The Economist.

Application of Sexist Writing in the Workplace

According to an article by the Knowledge Centre, sexual harassment and sex discrimination is rampant in the workplace today. It exists whenever a person or a particular group is treated in an unfair manner based on the biological sex they belong to.

A practical application in the workplace in the United States of America is perceived where approximately 46 percent of women in public work places

believe that they have been victims of sexual discrimination. Within the last 15 years, the number of sex discrimination cases brought forward the legal EEOC has been steady for a period of time.

There are also disparities in the salaries advanced towards women and men in various organizations for the same amount of work done. As much as women are equally qualified as their male counterparts, the qualifications do not offer a fair platform for the women to exploit the available opportunities in the same, manner that their male counterparts do. Dramatic changes in the education qualifications of women have made them equally competent as men. However, there is still a gap in the pay roll brought about by the significant contribution of sex discriminations.

In addition, there is large overrepresentation of men in most of the leadership positions in the organization. Women are often sidelined whenever there is a selection of leaders in most of their organization. The discriminatory nature of the work place based on sex can be seen even in the political divide. There are very few women who contest for the major leadership positions in politics

References

Wade, L. & Heldman, C. (2010). Hook-Up Culture: Setting a New Research Agenda. *Sexuality Research and Social Policy: Journal of Nsrc*. doi: 10.1007/s13178-010-0024-z