



# Difference Matters: Communicating Social Identity

By Brenda J. Allen

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## Difference Matters: Communicating Social Identity By Brenda J. Allen

Allen's proven ability and flare for presenting complex and oftentimes sensitive topics in nonthreatening ways carry over in the latest edition of *Difference Matters*. Her down-to-earth analysis of six social identity categories reveals how communication establishes and enacts identity and power dynamics. She provides historical overviews to show how perceptions of **gender, race, social class, sexuality, ability, and age** have varied throughout time and place. Allen clearly explains pertinent theoretical perspectives and illustrates those and other discussions with real-life experiences (many of which are her own). She also offers practical guidance for how to communicate difference more humanely. While many examples are from organizational contexts, readers from a wide range of backgrounds can relate to them and appreciate their relevance. The second edition includes updated statistics, recent research, and examples from contemporary events in the United States.

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### **Editorial Review**

#### Review

"There is no other text like this—it addresses the intersection of identity and power in a way no other text comes close to." --Kelsey Denton, Green River Community College

#### From the Publisher

Titles of related interest also available from Waveland Press: Andrews-Baird, *Communication for Business and the Professions*, Eighth Edition (ISBN 9781577663799); Borisoff-Chesebro, *Communicating Power and Gender* (ISBN 9781577666905); Cheney et al., *Organizational Communication in an Age of Globalization: Issues, Reflections, Practices*, Second Edition (ISBN 9781577666400); and McCloskey, *Economical Writing*, Second Edition (ISBN 9781577660637).

#### From the Back Cover

This eye-opening, vibrant text, suitable for use in a variety of disciplines, motivates readers to think about valuing difference as a positive, enriching feature of society. Interactive elements such as Spotlights on Media, I.D. Checks, Tool Kits, and "Reflection Matters" questions awaken interest, awareness, and creative insights for change.

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**David Baker:**

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