

Prominent women discuss current issues at Sheridan College

A special 20-week lecture series put on by the Community Services Division of Sheridan College featured a number of prominent women who spoke on current issues of interest to women in the community.

The course, co-ordinated by Pat Cook, ran from September until February and covered topics such as health, art, literature, the labor force, films, media, marriage and the family, communications and sexuality, entitled *Women Here, Women Now*.

During the first lecture on the Socialization of Women, Linda Fischer, sociology professor at Waterloo University, said that male and female children are socialized into stereotyped sex roles by the age of seven. She said that regardless of Children's upbringing, their socialization takes place as soon as they move outside the home. Ms. Fischer urged women to be more concerned about the role of women in society, to be aware of the problems of socialization and to help make necessary change.

On the topic of Women in the Labor Force, government economist Kay Eastham outlined myths employers use as an excuse to pay low salaries. Ms. Eastham, research officer with the Ministry of Labor, said employers still believe women are too emotional for certain high-paying positions or feel the turnover of women is too great.

Kay Armatage, lecturer at the University of Toronto, spoke on Women and Films. She stated that lack of finances has suppressed women in the film-making industry, mainly because investors have always supported male directors and producers. Up until the 1960's, when women produced films, they used their initials and pseudonyms or co-produced with their husbands who usually took the credit.

Today, however, more women are becoming better known in the film industry and are venturing into different film techniques.

Helen Lafontaine claims that the CBC represents one-half of the nation's total population — specifically the male population. Ms. Lafontaine is on a committee formed to investigate the status of women in the media. The study, the first of its kind anywhere in Canada was compiled by 60 women who spent several months monitoring Canadian TV programming with special attention directed towards CBC.

Most participants in the study felt insulted and enraged as a result of the way in which TV programming tends to demean women. The problem stems from the fact that TV equates women with domesticity thus implying that they are not capable of truly functioning in a 'man's world'.

The final guest speaker in the 20-week series was Kay Macpherson who spoke on Women and Government. Ms. Macpherson, an unsuccessful independent candidate in the last federal election, said that Canada has the worst reputation in the world for participation of women in government. The U.S. is almost as bad with Britain a little bit better. The best showing for women in government is in the socialist countries, she said, but even there the decisions are made by men.

She pointed out that since 1921 there have been a total of only 22 women Members of Parliament as against 2,000 to 3,000 men. Today in the 264-seat House of Commons there are only five women.

The Community Services Division hopes to present another similar course for women next year.



Media expert Helen Lafontaine reports committee's findings on status of women in the media.

Courses deal with women's needs

Special attention is being given to improve and expand the courses for women at Sheridan College.

In the area of English and Media Studies, instructor Joan Cox teaches the *Images of Women*, a study of the stereotypes of women as portrayed in TV and films and the possible effects of the images on women.

Another course entitled *Liberation for the Unliberated* involves the study of the theories and some writings of current feminism.

The *Changing Role of Women in Canada*, taught by Fran Wilson examines the traditional view of the place and purpose of women in society. In addition it looks at Canadian culture and society through Canadian literature and statistical material and assesses where Canada stands in relation to the tradition.

The course conducted in a seminar format also evaluates possible alternative attitudes which might be held about the place of women in Canadian society.

Students select from a variety of readings such as *Rachel, Rachel* by Margaret Lawrence; *Street of Riches* by Gabrielle Roy; *Male and Female* by Margaret Mead and *The Female Eunuch* by Germaine Greer.

Ms. Wilson also teaches *The Historical Writings on Women's Rights*, a course divided into three topics: The historical background; Men on behalf of women, a study of four important male writers who have made their views on the problem of women's rights known in major writing; and *Women speak for themselves*, which includes major statements made by women

about their position in society, their problems in creativity, political action and health.

The course concentrates on the study of documents and books, relating to women's rights, written by well-known male and female authors.

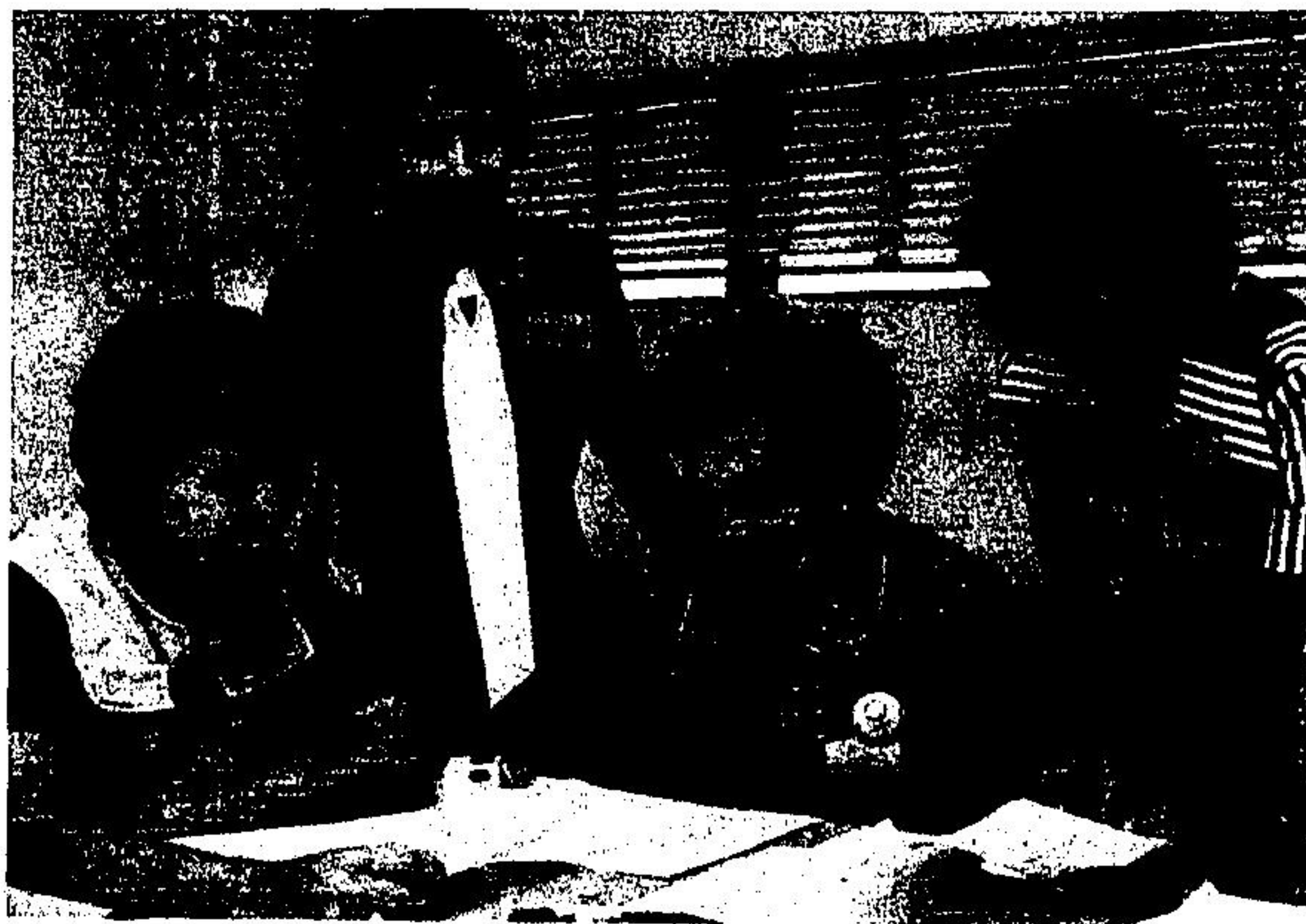
Women and Mental Health, a course specifically geared to women taking Family Day Care aims at developing within women an understanding of the needs and desires of mothers who go out to work and leave their children in the care of others. In addition, it helps them to orient themselves to the world of working women, and to the needs and problems developing for women in Canada.

Also a number of evening courses are available including *Discovery I*, designed to help women discover themselves and their place in today's society. It helps women gain the confidence and knowledge necessary to venture back to school or back to work.

Women in Literature analyses the portrayal of women in modern literature. The reading list includes novels, biographies, poetry and essays by Canadian, American, English and French writers.

The Changing World of Women in Canada looks at the traditional life of women in Canada and charts the changes which are developing in the last half of the 20th century.

Discussions include the purpose of women in society and women's place today in Canada in relation to work, law and legal matters, education and politics.



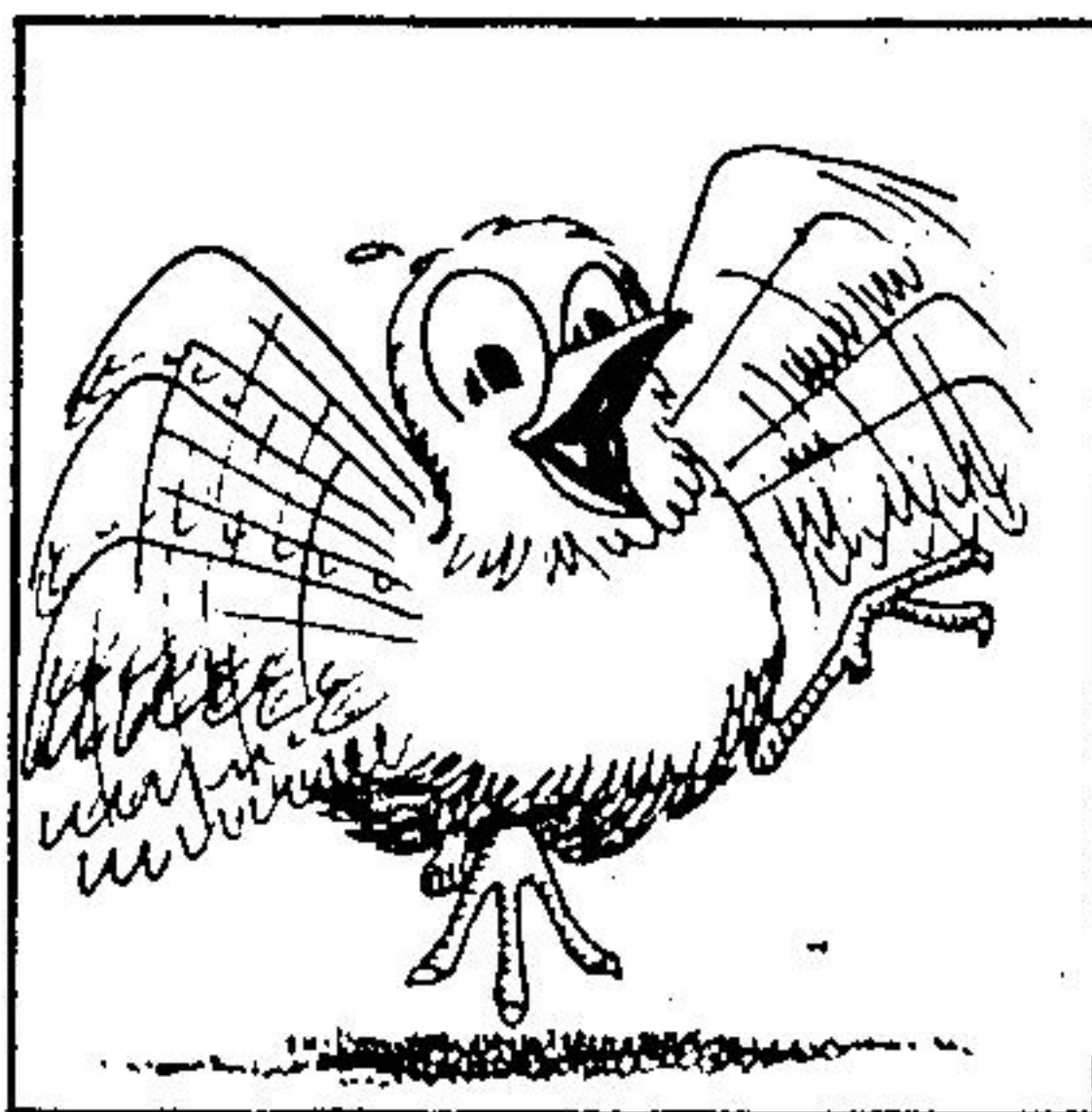
Laura Sabia (seated) talks with some of the women program organizers at Sheridan College. Left to right: Sherri Birtwhistle, Dorothy Curzon and Pat Cook.

Women in college job strata: Sabia

Laura Sabia, chairperson of the National Action Committee on the Status of Women, spoke at the annual meeting of the Council of Governors and Presidents of the Colleges.

She discussed the place of women in the college employment strata during the meeting which was hosted by the Association of Community Colleges of Applied Arts and Technology of Ontario (ACAATO).

According to Ms. Sabia, the colleges are not exempt from discriminating against its personnel and many women employed as college staff are just as underpaid as those in business and commerce. She added that women in community colleges comprise only 17 per cent of the total faculty membership across Canada.



Women take 50% of business awards

Although the women in business at Sheridan make up less than 10 per cent of the total business student population, they have achieved nearly 50 per cent of the business academic awards. Many people have the illusion that business is for men and the woman's place is in the home. Sheridan's female students in business at Sheridan are exploding that myth by their achievements.

During the recent "Accent on Achievement", the presentation of awards for outstanding academic performance, Sarah Strachan was presented with the Geoffrey Still Award for excellence in the area of Shopping Centre Management and Development. Sarah is in her third year of the Business Administration Program. At the end of her second year Sarah had only three "A's" — the rest (all seven of them) were "A+'s" — which gave her a perfect 4.0 grade point average. Sarah is a member of a highly-specialized team of students working on a human resources accounting project which combines accounting and psychology disciplines.

While most students major in either marketing or finance and accounting in their final year, Sarah is majoring in both, because she is interested in both areas, and she wants to remain flexible.

Susan Bailey, a graduate of Nelson High School in Burlington, is an accounting and finance major in the third year of the Business Administration program at Sheridan. She won the Canada Packers award for excellence in accounting. In both first and second year she obtained first-class honors. Along with Sarah, she is a member of the human resources accounting project. She has been involved in girls' basketball and volleyball and her career objective is in the area of financial management.

Chris Campbell won the Kennedy Ford Award for top students in marketing research. She is also in her third year Business Administration, majoring in marketing. She came to Sheridan from M. M. Robinson High School in Burlington and works part-time as a supervisor in the cafeteria at Joseph Brant Hospital.

Barb Rozalski was presented with the Sheridan Malls Award for top retailing student. Barb is in the One-Year Intensive Retailing program, coming to Sheridan after working one year for the Ontario Government. She lives in Toronto and commutes daily to Sheridan because she feels Sheridan's program is best suited to her interests. She enjoys working with people and is currently employed in a large department store in downtown Toronto. Barb is aiming for a career in retail management.

Jean Gregson won the Bramalea City Centre Award for outstanding achievement in Co-op Retailing, a six-day-a-week program (three days in the college and three days out working). On top of that she is married with a family, and still manages to be a top student in her program.