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CROSS-CULTURAL

41 “Night to His Day”: The Social Construction of Gender

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Gender is a construction of society that shapes the lives of us all, and defines the world of men and the world of women in opposing terms. Gender is also an important dimension of social stratification.

Talking about gender for most people is the equivalent of fish talking about water. Gender is so much the routine ground of everyday activities that questioning its taken-for-granted assumptions and presuppositions is like wondering about whether the sun will come up. Gender is so pervasive that in our society we assume it is bred into our genes. Most people find it hard to believe that gender is constantly created and re-created out of human interaction, out of social life, and is the texture and order of that social life. Yet gender, like culture, is a human production that depends on everyone constantly “doing gender” (West and Zimmerman 1987).

And everyone “does gender” without thinking about it. Today, on the subway, I saw a well-dressed man with a year-old child in a stroller. Yesterday, on a bus, I saw a man with a tiny baby in a carrier on his chest. Seeing men taking care of small children in public is increasingly common—at least in New York City. But both men were quite obviously

stared at—and smiled at, approvingly. Everyone was doing gender—the men who were changing the role of fathers and the other passengers, who were applauding them silently. But there was more gendering going on that probably fewer people noticed. The baby was wearing a white crocheted cap and white clothes. You couldn’t tell if it was a boy or a girl. The child in the stroller was wearing a dark blue T-shirt and dark print pants. As they started to leave the train, the father put a Yankee baseball cap on the child’s head. Ah, a boy, I thought. Then I noticed the gleam of tiny earrings in the child’s ears, and as they got off, I saw the little flowered sneakers and lace-trimmed socks. Not a boy after all. Gender done. . . .

For the individual, gender construction starts with assignment to a sex category on the basis of what the genitalia look like at birth.¹ Then babies are dressed or adorned in a way that displays the category because parents don’t want to be constantly asked whether their baby is a girl or a boy. A sex category becomes a gender status through naming, dress, and the use of other gender markers. Once a child’s gender is evident, others treat those in one gender differently from those in the

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other, and the children respond to the different treatment by feeling different and behaving differently. As soon as they can talk, they start to refer to themselves as members of their gender. Sex doesn't come into play again until puberty, but by that time, sexual feelings and desires and practices have been shaped by gendered norms and expectations. Adolescent boys and girls approach and avoid each other in an elaborately scripted and gendered mating dance. Parenting is gendered, with different expectations for mothers and for fathers, and people of different genders work at different kinds of jobs. The work adults do as mothers and fathers and as low-level workers and high-level bosses, shapes women's and men's life experiences, and these experiences produce different feelings, consciousness, relationships, skills—ways of being that we call feminine or masculine. All of these processes constitute the social construction of gender.

Gendered roles change—today fathers are taking care of little children, girls and boys are wearing unisex clothing and getting the same education, women and men are working at the same jobs. Although many traditional social groups are quite strict about maintaining gender differences, in other social groups they seem to be blurring. Then why the one-year-old's earrings? Why is it still so important to mark a child as a girl or a boy, to make sure she is not taken for a boy or he for a girl? What would happen if they were? They would, quite literally, have changed places in their social world.

To explain why gendering is done from birth, constantly and by everyone, we have to look not only at the way individuals experience gender but at gender as a social institution. As a social institution, gender is one of the major ways that human beings organize their lives. Human society depends on a predictable division of labor, a designated allocation of scarce goods, assigned responsibility for children and others who cannot care for themselves, common values and their systematic transmission to new members, legitimate leadership, music, art, stories, games, and other symbolic productions.

One way of choosing people for the different tasks of society is on the basis of their talents, motivations, and competence—their demonstrated achievements. The other way is on the basis of gender, race, ethnicity—*ascribed membership* in a category of people. Although societies vary in the extent to which they use one or the other of these ways of allocating people to work and to carry out other responsibilities, every society uses gender and age grades. Every society classifies people as “girl and boy children,” “girls and boys ready to be married,” and “fully adult women and men,” constructs similarities among them and differences between them, and assigns them to different roles and responsibilities. Personality characteristics, feelings, motivations, and ambitions flow from these different life experiences so that the members of these different groups become different kinds of people. . . .

Western society's values legitimate gendering by claiming that it all comes from physiology—female and male procreative differences. But gender and sex are not equivalent, and gender as a social construction does not flow automatically from genitalia and reproductive organs, the main physiological differences of females and males. . . .

Whatever genes, hormones, and biological evolution contribute to human social institutions is materially as well as qualitatively transformed by social practices. Every social institution has a material base, but culture and social practices transform that base into something with qualitatively different patterns and constraints. The economy is much more than producing food and goods and distributing them to eaters and users; family and kinship are not the equivalent of having sex and procreating; morals and religions cannot be equated with the fears and ecstasies of the brain; language goes far beyond the sounds produced by tongue and larynx. . . .

Similarly, gender cannot be equated with biological and physiological differences between human females and males. The building blocks of gender are *socially constructed statuses*. Western societies have only two genders, “man” and “woman.” Some

societies have three genders—men, women, and *berdaches* or *hijras* or *xaniths*. Berdaches, hijras, and xaniths are biological males who behave, dress, work, and are treated in most respects as social women; they are therefore not men, nor are they female women; they are, in our language, “male women.” There are African and American Indian societies that have a gender status called *manly hearted women*—biological females who work, marry, and parent as men; their social status is “female men” (Amadiume 1987; Blackwood 1984). They do not have to behave or dress as men to have the social responsibilities and prerogatives of husbands and fathers; what makes them men is enough wealth to buy a wife.

Modern Western societies’ *transsexuals* and *transvestites* are the nearest equivalent of these crossover genders, but they are not institutionalized as third genders (Bolin 1987). Transsexuals are biological males and females who have sex-change operations to alter their genitalia. They do so in order to bring their physical anatomy in congruence with the way they want to live and with their own sense of gender identity. They do not become a third gender; they change genders. Transvestites are males who live as women and females who live as men but do not intend to have sex-change surgery. Their dress, appearance, and mannerisms fall within the range of what is expected from members of the opposite gender, so that they “pass.” They also change genders, sometimes temporarily, some for most of their lives. Transvestite women have fought in wars as men soldiers as recently as the nineteenth century; some married women, and others went back to being women and married men once the war was over. Some were discovered when their wounds were treated; others not until they died. In order to work as a jazz musician, a man’s occupation, Billy Tipton, a woman, lived most of her life as a man. She died recently at seventy-four, leaving a wife and three adopted sons for whom she was husband and father, and musicians with whom she had played and traveled, for whom she was “one of the boys” (*New York Times* 1989). There have been

many other such occurrences of women passing as men to do more prestigious or lucrative men’s work (Matthaei 1982, 192–93).

Genders, therefore, are not attached to a biological substratum. Gender boundaries are breachable, and individual and socially organized shifts from one gender to another call attention to “cultural, social, or aesthetic dissonances” (Garber 1992, 16). These odd or deviant or third genders show us what we ordinarily take for granted—that people have to learn to be women and men. . . .

Many cultures go beyond clothing, gestures, and demeanor in gendering children. They inscribe gender directly into bodies. In traditional Chinese society, mothers once bound their daughters’ feet into three-inch stumps to enhance their sexual attractiveness. Jewish fathers circumcise their infant sons to show their covenant with God. Women in African societies remove the clitoris of pre-pubescent girls, scrape their labia, and make the lips grow together to preserve their chastity and ensure their marriageability. In Western societies, women augment their breast size with silicone and reconstruct their faces with cosmetic surgery to conform to cultural ideals of feminine beauty. Hanna Papanek (1990) notes that these practices reinforce the sense of superiority or inferiority in the adults who carry them out as well as in the children on whom they are done: The genitals of Jewish fathers and sons are physical and psychological evidence of their common dominant religious and familial status; the genitals of African mothers and daughters are physical and psychological evidence of their joint subordination.

Sandra Bem (1981, 1983) argues that because gender is a powerful “schema” that orders the cognitive world, one must wage a constant, active battle for a child not to fall into typical gendered attitudes and behavior. In 1972, *Ms. Magazine* published Lois Gould’s fantasy of how to raise a child free of gender-typing. The experiment calls for hiding the child’s anatomy from all eyes except the parents’ and treating the child as neither a girl nor a boy. The child, called X, gets to do all the things boys *and* girls do. The experiment is so

successful that all the children in X's class at school want to look and behave like X. At the end of the story, the creators of the experiment are asked what will happen when X grows up. The scientists' answer is that by then it will be quite clear what X is, implying that its hormones will kick in and it will be revealed as a female or male. That ambiguous, and somewhat contradictory, ending lets Gould off the hook; neither she nor we have any idea what someone brought up in a totally androgynous manner would be like sexually or socially as an adult. The hormonal input will not create gender or sexuality but will only establish secondary sex characteristics; breasts, beards, and menstruation alone do not produce social manhood or womanhood. Indeed, it is at puberty, when sex characteristics become evident, that most societies put pubescent children through their most important rites of passage, the rituals that officially mark them as fully gendered—that is, ready to marry and become adults.

Most parents create a gendered world for their newborn by naming, birth announcements, and dress. Children's relationships with same-gendered and different-gendered caretakers structure their self-identifications and personalities. Through cognitive development, children extract and apply to their own actions the appropriate behavior for those who belong in their own gender, as well as race, religion, ethnic group, and social class, rejecting what is not appropriate. If their social categories are highly valued, they value themselves highly; if their social categories are of low status, they lose self-esteem (Chodorow 1974). Many feminist parents who want to raise androgynous children soon lose their children to the pull of gendered norms (Gordon 1990, 87–90). My son attended a carefully nonsexist elementary school, which didn't even have girls' and boys' bathrooms. When he was seven or eight years old, I attended a class play about "squares" and "circles" and their need for each other and noticed that all the girl squares and circles wore makeup, but none of the boy squares and circles did. I asked the teacher about it after the play, and she said, "Bobby said he was not going to

wear makeup, and he is a powerful child, so none of the boys would either." In a long discussion about conformity, my son confronted me with the question of who the conformists were, the boys who followed their leader or the girls who listened to the woman teacher. In actuality, they both were, because they both followed same-gender leaders and acted in gender-appropriate ways. (Actors may wear makeup, but real boys don't.)

For human beings there is no essential femaleness or maleness, femininity or masculinity, womanhood or manhood, but once gender is ascribed, the social order constructs and holds individuals to strongly gendered norms and expectations. Individuals may vary on many of the components of gender and may shift genders temporarily or permanently, but they must fit into the limited number of gender statuses their society recognizes. In the process, they re-create their society's version of women and men: "If we do gender appropriately, we simultaneously sustain, reproduce, and render legitimate the institutional arrangements. . . . If we fail to do gender appropriately, we as individuals—not the institutional arrangements—may be called to account (for our character, motives, and predispositions)" (West and Zimmerman 1987, 146).

The gendered practices of everyday life reproduce a society's view of how women and men should act. Gendered social arrangements are justified by religion and cultural productions and backed by law, but the most powerful means of sustaining the moral hegemony of the dominant gender ideology is that the process is made invisible; any possible alternatives are virtually unthinkable (Foucault 1972; Gramsci 1971).

FOR SOCIETY, GENDER MEANS DIFFERENCE

The pervasiveness of gender as a way of structuring social life demands that gender statuses be clearly differentiated. Varied talents, sexual preferences, identities, personalities, interests, and ways of interacting fragment the individual's bodily and social experiences. Nonetheless, these

are organized in Western cultures into two and only two socially and legally recognized gender statuses, "man" and "woman." In the social construction of gender, it does not matter what men and women actually do; it does not even matter if they do exactly the same thing. The social institution of gender insists only that what they do is *perceived* as different.

If men and women are doing the same tasks, they are usually spatially segregated to maintain gender separation, and often the tasks are given different job titles as well, such as executive secretary and administrative assistant (Reskin 1988). If the differences between women and men begin to blur, society's "sameness taboo" goes into action (Rubin 1975, 178). At a rock and roll dance at West Point in 1976, the year women were admitted to the prestigious military academy for the first time, the school's administrators "were reportedly perturbed by the sight of mirror-image couples dancing in short hair and dress gray trousers," and a rule was established that women cadets could dance at these events only if they wore skirts (Barkalow and Raab 1990, 53). Women recruits in the U.S. Marine Corps are required to wear makeup—at a minimum, lipstick and eye shadow—and they have to take classes in makeup, hair care, poise, and etiquette. This feminization is part of a deliberate policy of making them clearly distinguishable from men Marines. Christine Williams quotes a twenty-five-year-old woman drill instructor as saying, "A lot of the recruits who come here don't wear makeup; they're tomboyish or athletic. A lot of them have the preconceived idea that going into the military means they can still be a tomboy. They don't realize that you are a *Woman Marine*" (1989, 76–77). . . .

As part of a *stratification* system, gender ranks men above women of the same race and class. Women and men could be different but equal. In practice, the process of creating difference depends to a great extent on differential evaluation. As Nancy Jay (1981) says: "That which is defined, separated out, isolated from all else is A and pure. Not-A is necessarily impure, a random catchall, to

which nothing is external except A and the principle of order that separates it from Not-A" (45). From the individual's point of view, whichever gender is A, the other is Not-A; gender boundaries tell the individual who is like him or her, and all the rest are unlike. From society's point of view, however, one gender is usually the touchstone, the normal, the dominant, and the other is different, deviant, and subordinate. In Western society, "man" is A, "wo-man" is Not-A. (Consider what a society would be like where woman was A and man Not-A.)

The further dichotomization by race and class constructs the gradations of a heterogeneous society's stratification scheme. Thus, in the United States, white is A, African American is Not-A; middle class is A, working class is Not-A, and "African-American women occupy a position whereby the inferior half of a series of these dichotomies converge" (Collins 1990, 70). The dominant categories are the hegemonic ideals, taken so for granted as the way things should be that white is not ordinarily thought of as a race, middle class as a class, or men as a gender. The characteristics of these categories define the Other as that which lacks the valuable qualities the dominants exhibit. . . .

When gender is a major component of structured inequality, the devalued genders have less power, prestige, and economic rewards than the valued genders. In countries that discourage gender discrimination, many major roles are still gendered; women still do most of the domestic labor and child rearing, even while doing full-time paid work; women and men are segregated on the job and each does work considered "appropriate"; women's work is usually paid less than men's work. Men dominate the positions of authority and leadership. . . .

Gender inequality—the devaluation of "women" and the social domination of "men"—has social functions and a social history. It is not the result of sex, procreation, physiology, anatomy, hormones, or genetic predispositions. It is produced and maintained by identifiable social processes and built

into the general social structure and individual identities deliberately and purposefully. The social order as we know it in Western societies is organized around racial ethnic, class, and gender inequality. I contend, therefore, that the continuing purpose of gender as a modern social institution is to construct women as a group to be the subordinates of men as a group. The life of everyone placed in the status “woman” is “night to his day—that has forever been the fantasy. Black to his white. Shut out of his system’s space, she is the repressed that ensures the system’s functioning” (Cixous and Clément [1975] 1986, 67).

CRITICAL-THINKING QUESTIONS

1. After a child is born, how does society transform its sex into gender?
2. How is gender both an important part of how we as individuals experience the world and also an institution of society as a whole?
3. What importance, if any, does the author give to biology in the development of gender?

NOTE

1. In cases of ambiguity in countries with modern medicine, surgery is usually performed to make the genitalia more clearly male or female.

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