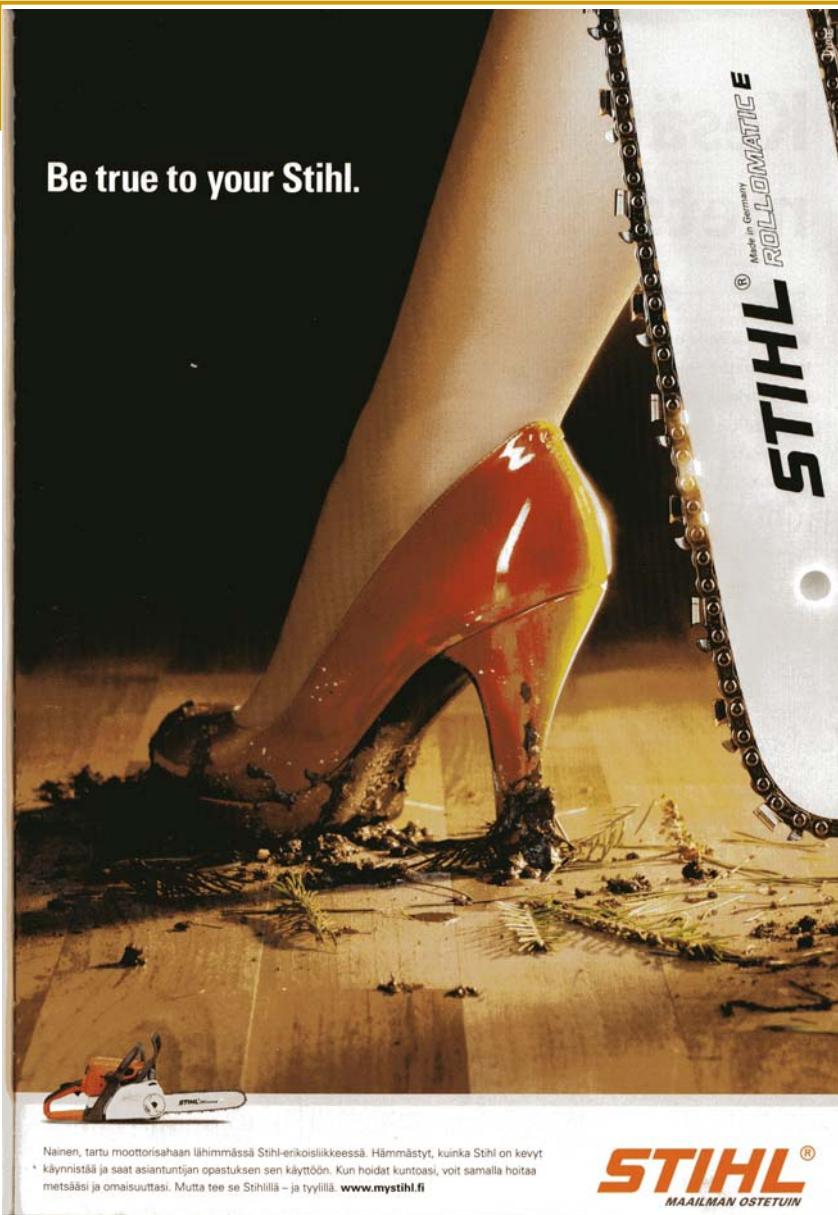


Be true to your Stihl.



Nainen, tartu moottorisahaan lähimmässä Stihl-erikoisliikkeessä. Hämmästyä, kuinka Stihl on kevyt käynnistää ja saat asiantuntijan opastuksen sen käyttöön. Kun hoidat kuntoasi, voit samalla hoitaa metsäsi ja omaisuuttasi. Mutta tee se Stihlillä – ja tyylillä. www.mystihl.fi

STIHL
MAAILMAN OSTETUIN

(Metsälehti makasiini, 4/2007.)

Does masculine forestry culture prevent us hearing women's voices?

Defining masculinity

- Values, experiences and meanings, which are culturally interpreted as masculine (Alvesson & Due Billing 1997)
- Hegemonic (ideal) masculinity: independent, risk-taking, aggressive, heterosexual and rational man (Connell 1995)
- Ideal masculinity in forestry: physically hard and dangerous work, which can only be done by strong men; hard work requires hard pleasures; proud of one's own skills and ability to find work (Reed 2003)

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- By masculinity a person indicates that he is a man (Hearn 1993) → critics: a biological woman can't be masculine and vice versa? (Halberstam 1998)
 - "Cocktail view on gender": masculinities and femininities are forms of subjectivities (Alvesson & Due Billing 1997)
 - Who defines, what is masculine and what is feminine, for example in studying forestry professionalism?
- Grounding concepts to empiria is important, in addition to theories!

Masculinities in forestry engineers' narrations

- 1) Physical strength: admiring physical forest work and lumberjacks
- 2) Honesty and straightness; brisk humour
- 3) Networks of “brotherhood”
- 4) Traditional expertise: science, authority and institutions

The effects of masculinities on female forestry engineers' experiences on work

- 1) Admiring physical forest work → doubting women's physical ability to work in forestry: physical segregation as a form of body politics
- 2) Speech as a performance of gender: honesty makes working environment open and working together easy; “dirty talk” strengthens masculinity

3) “Brotherhood”, homosocial relationships are primary to men

Spatial segregation of women → unofficial decision-making out of reach

4) Changes in expertise:

New open expertise: communication and interaction → room for different kinds of experts, but also for women’s voices

Changes in masculine forestry?

- The change becomes possible through those women (and men) who don't accept all masculine practices
- Change can happen through resistance; and the resistance is possible if women working in forestry are aware of its masculine discourses, customs and attitudes (Silius 1995)
- Women have adapted to forestry, now it's time that forestry adapts to women!

KIITOS! – THANK YOU FOR YOUR ATTENTION!



Woman in forest work in Alabama, USA 1998. Picture: Riitta-Marja Leinonen