

# Desperately seeking...

## How to capture a man's heart

(according to *The Rules*)

*Don't talk to a man first (and don't ask him to dance).*

*Don't stare at him or talk too much.*

*Don't call him and rarely return his calls.*

*Don't meet him halfway or go dutch on a date.*

*Don't accept a Saturday night date after Wednesday.*

*Stop dating him if he doesn't buy you a romantic gift for your birthday or Valentine's Day.*

*Don't see him more than once or twice a week.*

*Don't discuss *The Rules* with your therapist.*

### **The Rules**

Ellen Fein and Sherrie Schneider  
Warner Books

The publication of *The Rules* in 1995 stirred up much controversy among feminist groups

across North America. *The Rules* is a self-help book, a set of dos and don'ts designed to help women catch the man of their dreams.

Remember though, before you can actually put the rules in practice, you have to be able to attract a man. Fein and Schneider offered some notable advice on how to look your best for Mr. Right:

"Do everything you possibly can to put your best face forward. If you have a bad nose, get a nose job."

"Don't leave the house without wearing make-up. Put lipstick on even when jogging."

"When you're with a man you like, be quiet and mysterious, act ladylike, cross your legs and smile. Don't talk so much. Wear black, sheer pantyhose and hike up your skirt to entice the opposite sex."

OK, so we have to look good and show off our bodies. Tell us something we don't already know.

The basic philosophy of *The Rules* is this: men love a challenge, so make yourself a challenge and men will love you. In other words, play hard to get. Treat the man you want like the men you don't want. Snub him, don't return his calls, don't talk to him until he talks to you. Let him do all the work, because the man is the natural aggressor — "*The Rules* will make you harder to get so that a man who doesn't really like you won't waste his or your time."

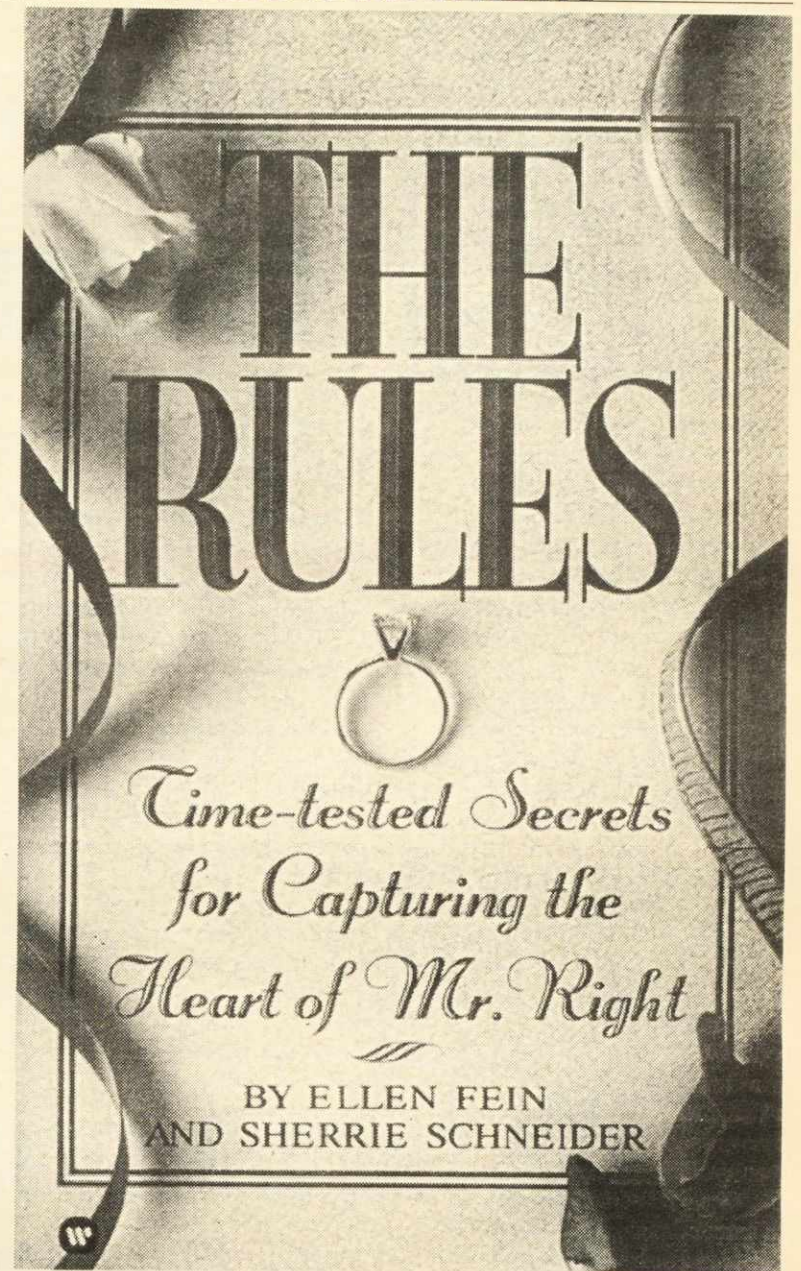
*The Rules* tell women to "trust in the natural order of things —

namely, that man pursues woman." When a woman approaches a man first, *The Rules* say she interferes with whatever was supposed to happen, causing a conversation or date to take place that never would have otherwise. Eventually this man will talk to the woman he really wants, and drop the other.

"By not accepting the concept that the man must pursue the woman, women put themselves in jeopardy of being rejected or ignored." Apparently this torture should be reserved for men; I can handle that.

*The Rules* is filled with anecdotes of the authors' friends who broke *The Rules* and consequently developed relationships riddled with problems. Poor Pam spoke to Robert first, and was always insecure about their relationship — he never seemed really "in love" with her and eventually broke up with her over something trivial. Randy thought she was losing Bob at the end of their second date so she suggested they go dancing after dinner. He agreed because he didn't want to hurt her feelings, but he never called again. (It could only have been her dancing!) These stories are of course balanced with heartwarming stories of women who followed *The Rules* and are now happily married.

Although Fein and Schneider call themselves modern women, *The Rules* is far from being a book for modern women. There is little doubt that the tactics outlined will



catch you a man, but the chances of him being Mr. Right seem very slim. What self-respecting modern woman could live with a man who expects her to always look her best, speak only when spoken

to, and always be happy. *The Rules* was however, written for women who desperately want to get married, and I guess "desperate" is the key word.

NATALIE MACLELLAN

# Week of Reflection Special Issue

Next week the Gazette will dedicate several pages to the Week of Reflection, December 2-6. On December 6, 1989, 14 women were killed by a man at L'Ecole Polytechnique in Montreal. The Week of Reflection marks the period leading up to the anniversary of the Montreal Massacre.

We will be accepting art, poetry, opinion pieces, stories, or other printed media from students. Let us know you how feel, or felt, about the Montreal Massacre or about violence against women in general. Tell us how you have been affected, or how the violence has affected someone you know.

The scope of this ongoing tragedy needs the breadth of your experiences and feelings to accurately reflect how far we have come since the incident and how much further we have to go.

As part of the Week of Reflection, in remembrance of the fourteen women murdered on December 6th 1989 and for the women who continue to suffer violence around the world, various activities have been scheduled to take place around the city.

Purple ribbons are worn during the Sixteen Days of Activism Against Gender Violence, from November 25 to December 10, in memory of the women who have died as a result of violence, and in sympathy and solidarity with those who continue to suffer abuse. The proceeds from the sale of the ribbons go to agencies providing services such as shelter and counselling to abused women and their children. This initiative is being coordinated in Nova Scotia by the Women's Action Coalition.

There are a number of events going on around Halifax in conjunction with observing the Week. These include action and education in a variety of forms, supporting and encouraging women and men who want to take a stand against gender violence.

### SCHEDULE OF EVENTS:

#### Monday, December 2

7:30 p.m. — "Men as allies to end violence". Peter Davison from "Men for Change". Kings College A&A Bldg., Room #3.

#### Tuesday, December 3

12:30 p.m. — Film showing and discussion: "The Vienna Tribunal" with Meredith Ralston, Women's Studies. Lester Pearson International Institute, 1321 Edward Street.

8:30 p.m. - Reading: "Bullies and Other Heroes" by Cathleen Fillmore. Economy Shoe Shop, Argyle Street.

#### Wednesday, December 4

10:30 a.m. - Analysis and discussion with Cathleen Fillmore. "Radio Free Kansas", CKDU 92.7 FM.

7 p.m. - Family Violence Initiative of the Department of Justice, Raymond Cusson, Program Coordinator. Dartmouth North Community Centre 134 Pinecrest Drive, Dartmouth.

#### Friday, December 6

1 p.m. - Tree Dedication. Technical University of Nova Scotia.

2 p.m. - Non-denomination prayer and moment of silence. Killam Library Atrium, Dalhousie University.

5 p.m. - Performance Night. Nova Scotia College of Art and Design, 5163 Duke Street.

7 p.m. - Candle-lit walk to Dalhousie University. Starting points at NSCAD, Saint Mary's University (Tower Road), and Wormwood's Cinema (2112 Gottingen Street) (candles provided).

8 p.m. - Anniversary of the Montreal Massacre Vigil. McInnis Room, Dalhousie University, Student Union Building, University Avenue.