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Why Women Are Directionally Dyslexic

By Stupidman

Why Women Are Directionally Dyslexic by Stupidman

I've known a couple of women who aren't and I've heard of a couple of men who are. But mainly, directions exchanged between the sexes are exercises in futility.

When Mrs. Stupidman gives me directions I need a big piece of paper. Her directions are based on rights, lefts and landmarks. Go past the Wal-Mart, turn left at the big sign, look for the house with the puce shutters (What's puce?), then go two houses further on the opposite side.

"What's the address?" "I don't know, but you can't miss it." "From what direction did you assume I was coming when you began the instructions?" "Huh?"

"The Wal-Mart is on the corner of an intersection. Should I go north, south, east or west from the Wal-Mart?" "Huh?"

"Should I head towards Kansas, Arkansas, Texas or California?" (We live in Oklahoma.) "Oh, Arkansas."

I realize I don't pay attention to landmarks. I don't notice the new stores, the pretty signs, the big tree. I'm limited to primary colors and even with that I have trouble distinguishing blues from greens.

When I was younger I tried to accommodate women by giving landmark directions but I was a failure.

Why Women Are Directionally Dyslexic

One time my sister wanted directions to a new shopping center. I told her to go past three red lights before making a right turn. She got lost and blamed me. Turned out I should have said traffic light instead of red light.

Mrs. Stupidman and I used to have a lot of conflict over directions. She thought my smug expressions and tone were condescending (not me).

But then one day I picked up a book entitled "Sex On The Brain". Unfortunately, the title was deceiving and it was really about clinical studies that attempted to explain differences for how women and men process information. But

I read it anyway.

One particular study had to do with rats. All of the rats were put in a maze that had white wall panels with food placed at the maze exit. The exit path had colored panels, serving as landmarks, to mark the correct turns. After a little practice the rats found the food. The path was changed repeatedly but as long as colored panels were used all the rats found the food. Then, white panels were substituted for the colored panels. The males still found the food but the females were hopelessly lost.

They cut up all the rat brains (sorry) and found one section of the male brain that was lumpier (some of these scientific terms are just unavoidable) than the female brain. The researchers postulated that the lumpiness was the result of the need to develop advanced locator abilities so the male rats could find their way back to previously discovered food sources while the female cared for the little ratlings.

Then, they cut up human brains (I'm sure they were already dead) and found the same differences.

So, there you have it. I am much more accepting now that I know that women are directionally dyslexic. On the other hand, men might be mutants.

You can sign up for Stupidman's Occasional Newsletter at www.stupidmanok.com/or.html

What kind of bio can I have using a secret identity?

Single Women Are Hot

By Yolanda Shoshna

Just when businesses and advertisers think they have women all figured out enters a new category with serious buying power: the single woman. It is projected that in 2005 single women will spend \$400 million dollars which has the business world standing up and taking notice.

There use to be a time when single women were treated like outcasts and looked on with pity. Unmarried women were secretly called "spinsters" by friends and family if they were not wed by the time they hit 30. The tide is beginning to turn as single women send out the message that they can do for themselves.

Businesses as well as politicians are now checking in to see what makes single women tick. The census data shows that 40% of women between the ages of 25 to 29 are not married. While 23% of women in the 30 to 34 age rage are not married. One can only guess that the percent of single women over 30 will grow due to the fact that more women are stating that marriage is not of interest to them. The messages coming from single women are diverse from choosing the single life as the preferred lifestyle, choosing career over marriage first, to one person homeownership.

Single women are beginning to take the country by storm, even on the top hit show "Desperate Housewives" half of the characters are single. Advertising companies are beginning to get it when it comes appealing to the single woman. One commercial has two women who are sitting down after a wedding doing a high five for having "not" caught the bridal bouquet. This message says that businesses are seeing that single women are a viable market. That is girl power that is about to be in full effect.

Yolanda Shoshana (Shoshi) is a life strategist, speaker, consultant and artist. Shoshi founded, The Lily–Rose Company, a life strategy communications company for women that uses multidisciplinary avenues to help women master their lives. In 2005, Shoshi will launch the Center of Female Empowerment(sm), which will be an innovative learning center for women. To learn more about The Lily–Rose Company (

) or to get a free consultation send an email to

.

Single Women Are Hot

Traits of Intuitive People

To Sell to a Woman, You Must Understand the Woman

Feeling Good In Maternity Clothes

Man Shortage, Again?

How Nice Guys, Shy Guys and Good Guys Finish First!
The Ultimate guide to a Multi–Orgasmic Male
Hints for lovers
Take Control of Alcohol
Use and Abuse of Steroids



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