

# Gender-sensitive Communication

## Invisibility and omission - How language can leave women out of the conversation

The following sections address invisibility and omission of women in communication and propose ways to actively acknowledge and promote their visibility and inclusion:

- Do not use 'man' as the neutral term
- Do not use 'he' to refer to unknown people
- Do not use gender-biased nouns to refer to groups of people
- Take care with 'false generics'
- Greetings and other forms of inclusive communication