

# Gender-sensitive Communication

## Greetings and other forms of inclusive communication

There are many ways to make sure that all your communication material feels like it is aimed at all people, not just one gender.

When creating a piece of communication material, consider:

- 1 Choice of voice-over artist.** Consider if the gender of the voice-over is perpetuating stereotypes, such as using only a male voice to impart information. Aim for a mix of genders.
- 2 Choice of photographs/drawings/images.** Think about whether they are repeating stereotypical gender roles, or whether they only include one gender.
- 3 Gender of individuals given in examples.** Try to ensure that the individuals in examples show a mix of genders in different roles. I.e. ensure that men are not always in positions of power in a given scenario.

### Greetings

English speakers have traditionally been taught to use the male gender when the gender of the person they are speaking to is unclear. However, it is more inclusive to acknowledge that the recipient may be of either gender.

“

*These are all addressed to 'Dear Sir', so nothing to do with me!*

”

Instead of using Dear Sir, the gender-sensitive writer should use **Dear Sir or Madam** or **Dear Madam or Sir**.



Kekyalaynen, These are all addressed to 'Dear Sir', so nothing to do with me!, Shutterstock

