

Gender-sensitive Communication

Why use gender-sensitive language

In order to tackle gender inequality, we must look at the way we communicate. Using gender-sensitive language can:

- Make it easier to see important differences between the needs of women and men;
- Challenge unconscious assumptions people have about gender roles in society;
- Lay the foundation for greater gender equality throughout society;
- Raise awareness of how language affects our behaviour;
- Make people more comfortable with expressing themselves and behaving in ways that were once not considered 'typical' of their gender.