Gender-sensitive Communication

Solutions for how to use gender-sensitive language

Gendered pronouns (he or she)

- [ ] He/she; she/he; he or she; she or he; s/he

- [ ] His/her; her/his; his or her; her or his.

- [ ] Use the third person plural ('they').

- [ ] Use gender-neutral pronouns, such as "ze".

- [ ] Rephrase to omit pronoun.

- [ ] Replace with definite article (the) or indefinite article (a).

Information about gender and gendered nouns ("female lawyer")

- [ ] Do not provide irrelevant information about people's gender.

- [ ] Avoid using gendered nouns. Use gender-neutral descriptions instead (e.g. police officer).

- [ ] Simply use the occupation title with no gender description.

Gendering inanimate objects

- [ ] Use the pronoun 'it' to talk about inanimate objects.

Stereotypical images

- [ ] Make sure that that the images you choose to use in communication materials do not reinforce gender stereotypes. Include a wide mix of people in different environments.

Invisibility or omission

- [ ] Do not use 'man' or 'he' to refer to the experiences of all people.

- [ ] Make clear that you are referring to men and women by naming each.

Subordination and trivialisation

- [ ] Ensure that your language actively promotes gender equality by not trivialising or subordinating women.

- [ ] When referring to women you should use the term Ms which does not denote marital status.

- [ ] Always use the same naming conventions for men and women when referencing.

- [ ] You should be aware of the word order of your phrases and make sure that you are not always putting the male version first.

- [ ] Avoid patronising women using more innocuous terms.