

# Gender-sensitive Communication

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## Gendering in-animate objects

Assigning a gender to an inanimate object by using gendered pronouns to discuss it applies cultural connotations to characteristics. These connotations are related to gender stereotypes and help to perpetuate them.

**You should use the pronoun *it* to talk about inanimate objects.**

### Examples

#### **Gender-insensitive language**

*The ship slipped her moorings.*

#### **Gender-sensitive language**

*The ship slipped its moorings.*

#### **Gender-insensitive language**

*Delegates are free to make presentations in their mother tongues and translations will be provided.*

#### **Gender-sensitive language**

*Delegates are free to make presentations in their native languages and translations will be provided.*

#### **Gender-insensitive language**

*Last month, France and her citizens woke up to snowfall.*

#### **Gender-sensitive language**

*Last month, France and its citizens woke up to snowfall.*

**Tip:** When personifying inanimate objects (i.e. for a cartoon story) think: what objects have been given a gender and is this based on stereotypes? It is also important to include both male and female characters rather than treating the male as neutral.



FamVeld, All aboard our gender-neutral ship!, Shutterstock