

# Gender-sensitive Communication

## 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