

Gender-sensitive Communication

Phrases

Phrases to look out for – try swapping the order of these phrases sometimes

King and Queen	Lord and Lady
Mother and father	Boys and girls
Men and women	Sir/Madam
Brother and sister	Husband and wife
Ladies and gentlemen	Boyfriend and girlfriend

Turns of phrase which exclude women

Gender-discriminatory	Better
Master of ceremonies	Host
A man's home is his castle	One's home is one's castle, a person's home is their castle, a person's home is his or her castle
Best man for the job	Best candidate for the job, best person for the job, best woman or man for the job
Joe public	An average citizen
An Englishman, a Frenchman, and Irishman	An English/ French/ Irish person
Gentlemen's agreement	Informal arrangement
Man-hour	Staff hour
Workmanship	Handiwork or expertise
Statesman	Politician, diplomat
Mastermind	Create/creator
Countryman	Compatriot
Masterplan	Grand plan
Brotherhood	Kinship, community