

# Gender-sensitive Communication

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## Quiz 1: Policy document

The example below is a policy document from the fictional country of Michland. How many examples of gender insensitive language does it contain? Where are they?

### Preamble

Precarious employment is arguably man's greatest challenge in the modern age. Michland is still recovering from the effects of the recent economic crisis, but the benefits have not been equally shared amongst her citizens. Although unemployment has begun to fall, the rise of low-pay, insecure jobs is threatening the ability of families to make ends meet. More and more families are facing poverty and insecurity, through no fault of their own. This development is wreaking havoc on workers from all occupations—from builders and policemen through to teachers and even waitresses.

On 1 November 2000, a spokesman for the President stated:

*"The failures of the last government have left many families struggling. Our social inclusion strategy embodies the virile action needed to overcome the spectre of precarious employment and give everyone a decent chance in life"*

### Objectives

This strategy aims to ensure that:

- Every employee has sufficient income and social protection to protect himself from poverty;
- There are adequate measures to support the work-life balance of women;
- Early years interventions are in place for parents and children at risk of poverty;

- Boys and girls everywhere have access to a decent education, regardless of their income

In total, there are 7 examples of clear gender bias (circled red below) and 2 examples (circled yellow) that could be classed as such. We explain below next to the red arrows why the author may wish to change his/her language.

## Preamble

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The text below shows the same policy document, this time with the language improved to be more gender-sensitive and inclusive.

## Preamble

Precarious employment is arguably **humanity's** greatest challenge in the modern age. Michland is still recovering from the effects of the recent economic crisis, but the benefits have not been equally shared amongst **its** citizens. Although unemployment has begun to fall, the rise of low-pay, insecure jobs is threatening the ability of families to make ends meet. More and more families are facing poverty and insecurity, through no fault of their own. This development is wreaking havoc on workers from all occupations – from builders and **police officers** through to teachers and even **waiting staff**.

On 1 November 2000, a **spokesperson** for the President stated:

*"The failures of the last government have left many families struggling. Our social inclusion strategy embodies the **strong** action needed to overcome the spectre of precarious employment and give everyone a decent chance in life"*

## Objectives

This strategy aims to ensure that:

- All employees has sufficient income and social protection to protect **themselves** from poverty;
- There are adequate measures to support the reconciliation of family and professional responsibilities of **parents with young children, and particularly to support new mothers, who continue to bear the majority of caring responsibilities**
- Early years interventions are in place for parents and children at risk of poverty;
- **Girls and boys** everywhere have access to a decent education, regardless of their income

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