



Gender-sensitive communication

Veronica Collins, EIGE, 15 September 2021

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- 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;
- Boys and girls everywhere have access to a decent education.

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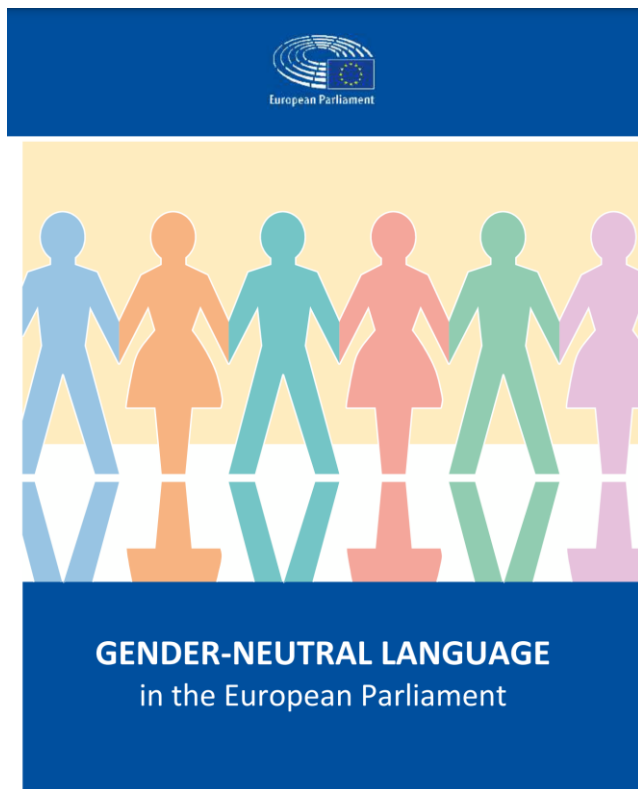
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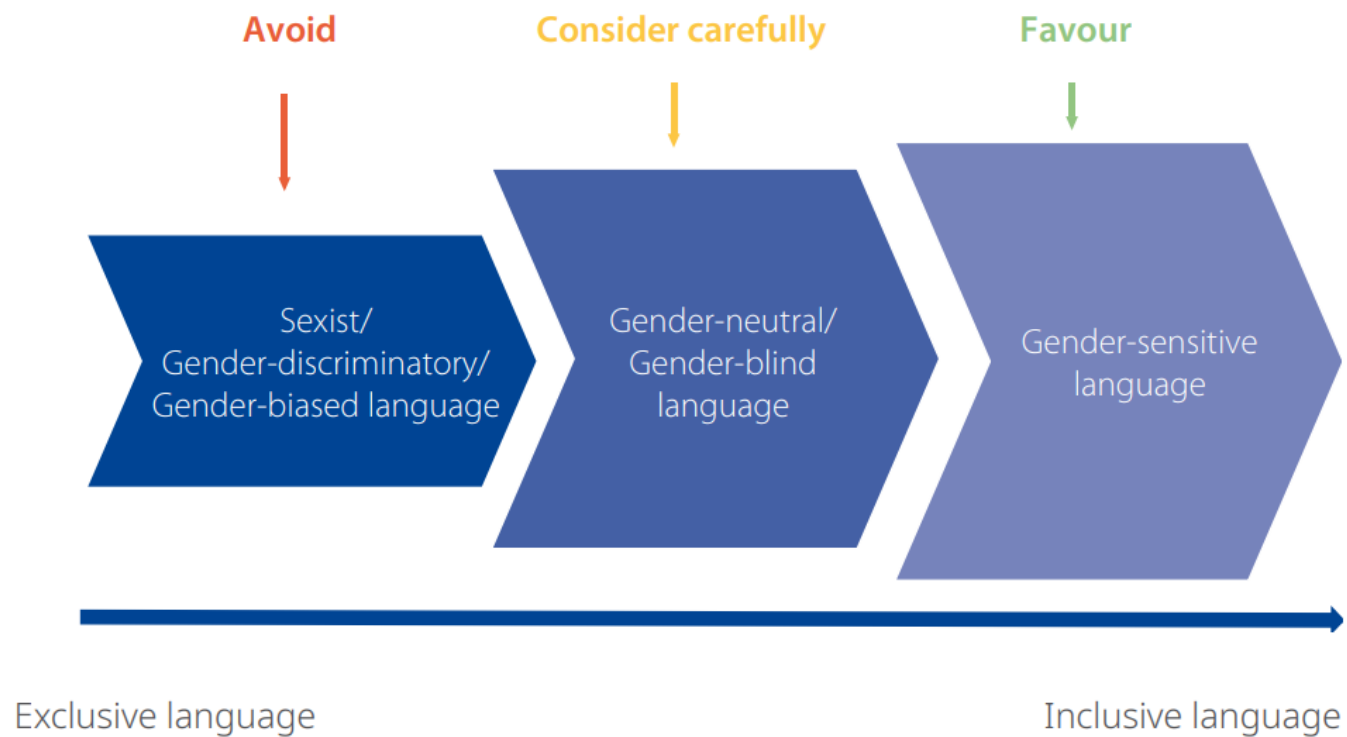
Precarious employment is arguably **our** greatest challenge in the modern age. Michland is still recovering from the effects of the recent economic crisis, but the benefits have not been equally shared amongst **its** citizens. More and more people are facing poverty and insecurity -- from builders and police **officers** through to teachers and **waiting staff**.

On 1 November 2020, a **spokesperson** for the President stated: “Our new strategy aims to ensure that:

- **All employees have** sufficient income and social protection to protect **themselves** from poverty;
- There are adequate measures to support the **work-life balance of young parents, and in particular mothers who continue to bear the majority of caring responsibilities;**
- **Girls and boys** everywhere have access to a decent education.



The inclusivity scale in language:



Examples

Gender-discriminatory language

- X** The number of years an electrician will spend training depends on what country he is from.

Gender-neutral language

- ✓** The number of years an electrician will spend training depends on what country they are from.

Gender-discriminatory language

- X** Every nurse should take care of her own uniform and cover the expense herself.

Gender-sensitive language

- ✓** Every nurse should take care of his or her own uniform and cover the expense themselves.

Examples of gender-neutral language	Why gender-neutral language may be inappropriate in this context	Better language (gender-sensitive)
In 2014, 14% of people aged 18-65 stated that they had experienced sexual violence in the previous year.	This language may obscure the fact that women are disproportionately exposed to sexual violence and result in support services not being designed in a way that takes this into account. For example insufficient numbers of women doctors may be employed to examine victims. And if sexual violence is a relatively uncommon experience for men, male victims may need extra support to come forward.	In 2014, 23% of women and 5% of men aged 18-65 stated that they had experienced sexual violence in the previous year.
Lithuania is playing well today and likely to win the match. Lithuania's women will also be playing tomorrow.	Appears to refer to people in general but actually refers only to men, due to the stereotype that men playing sports is the 'norm'. In contrast when women play sports their gender will often be made explicit, as this is seen as 'atypical' ("Lithuania's women"). This runs the risk of further entrenching common stereotypes. There is no ideal linguistic solution here. To challenge stereotypical thinking it is important either to mention gender when referring to both women and men in sports, or not to mention gender at all (including when the players are women). In this case, in order to avoid confusion it is probably easiest to mention gender in both cases.	Lithuania's men are playing well today and likely to win the match. Lithuania's women will also be playing tomorrow.



Thank you!

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