

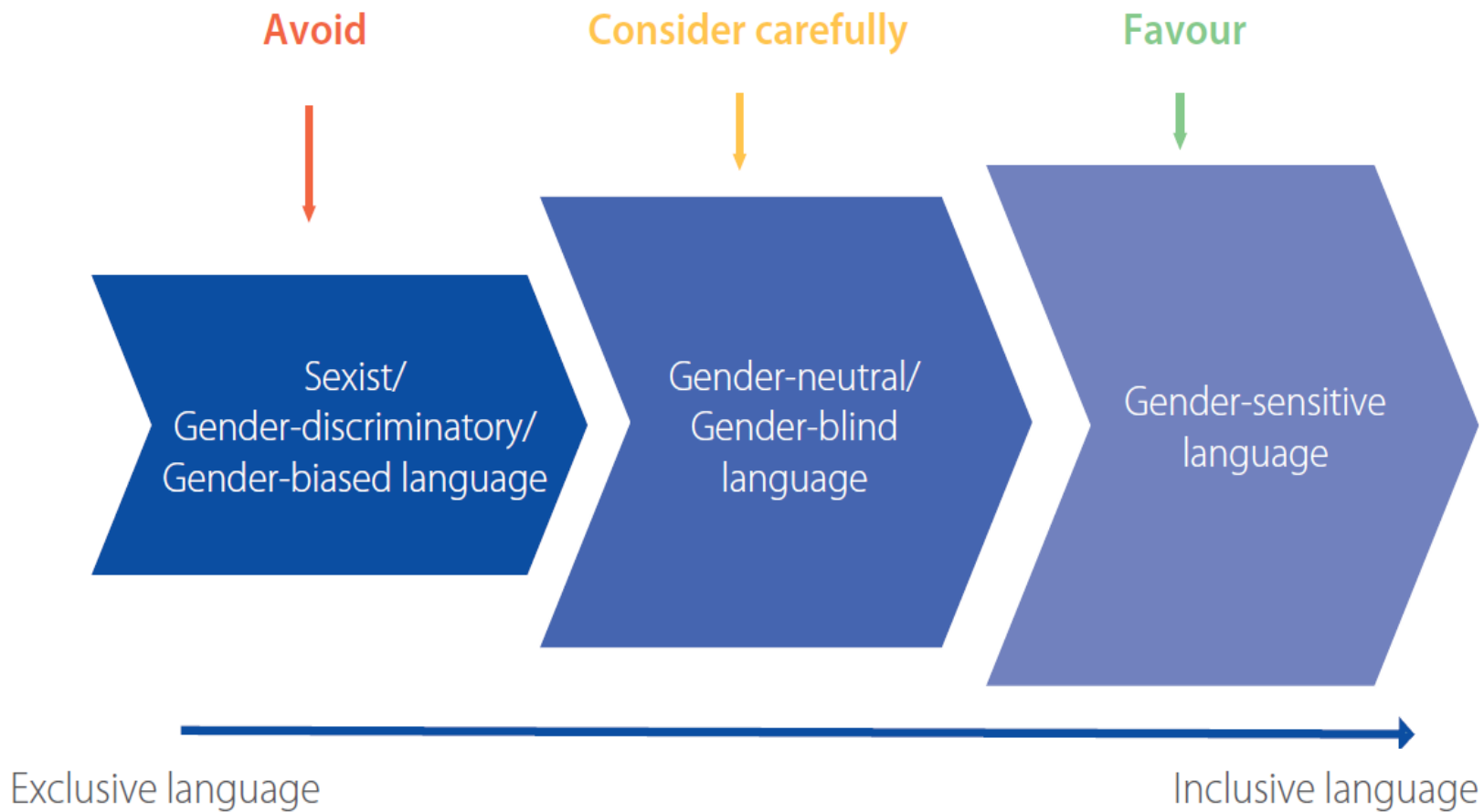


EUROPEAN INSTITUTE FOR GENDER EQUALITY

Claire Palethorpe | 15th September

What is gender-sensitive language and why is it important?

This is why...



Terms we need to know

Gender-sensitive language

Gender-sensitive language is gender equality made manifest through language. Gender equality in language is attained when women and men – and those who do not conform to the binary gender system – are addressed through language as persons of equal value, dignity, integrity and respect.

There are number of different ways gender relationships can be expressed with accuracy, such as avoiding the use of language that refers explicitly or implicitly to only one gender and ensuring, through inclusive alternatives, the use of gender-sensitive and inclusive language.

Terms we need to know

Sexist language

Essentially, sexist language is the same as gender-discriminatory language. However there is a subtle difference in how people use the terms: sexist language is commonly seen as language that the user intends to be derogatory; gender-discriminatory language, on the other hand, also includes language people use without any sexist intention.

From now on, to avoid confusion, we will refer only to **gender-discriminatory** language in this toolkit (not sexist language).

Example of sexist language:

“Women must earn less than men because they are less intelligent.”

Terms we need to know

Gender-discriminatory language

Gender-discriminatory language is the opposite of gender-sensitive language. It includes words, phrases and/or other linguistic features that foster stereotypes, or demean or ignore women or men. At its most extreme it fails to treat the genders as equal in value, dignity, integrity and respect.

Example of gender-discriminatory language:

“Ambassadors and their wives are invited to attend an after-dinner reception”

Terms we need to know

Gender-biased language

Gender-biased language either implicitly or explicitly favours one gender over another and is a form of gender-discriminatory language.

Example of gender-biased language:

“Every day, each citizen must ask himself how he can fulfil his civic duties”.

Gender-neutral language

This is not gender-specific and considers people in general, with no reference to women or men. It is also called **gender-blind language**.

Example of gender-neutral language:

“People do not fully appreciate the impact they have on the environment.”

Choosing whether to mention gender

Guiding questions for choosing between gender-neutral language and gender-sensitive language:

Will mentioning gender shed light on key aspects of the issue you are discussing?

If so, use gender-sensitive language. If not, use gender-neutral language.

Are you referring to people in general or a specific group?

If you are mentioning people in general, it may be acceptable to use gender-neutral language (in some cases), whereas if you are mentioning a specific group it is usually relevant to discuss gender.

Are you explicitly aiming to be inclusive to those of a non-binary gender?

If so, you may wish to opt for gender-neutral language (particularly the third person plural: "they", "them", etc.) or else to use gender sensitive language that includes this group, making use of inclusive new terms such as "zhe" or "e".

Let's rate our knowledge

Be honest with yourself and consider your current level of awareness and recognition of gender sensitive language and its use:

1

BEGINNER LEVEL
AND KEEN TO
LEARN

3

GOOD LEVEL OF
WORKING AND
AWARENESS

5

ALREADY AN
EXPERT!

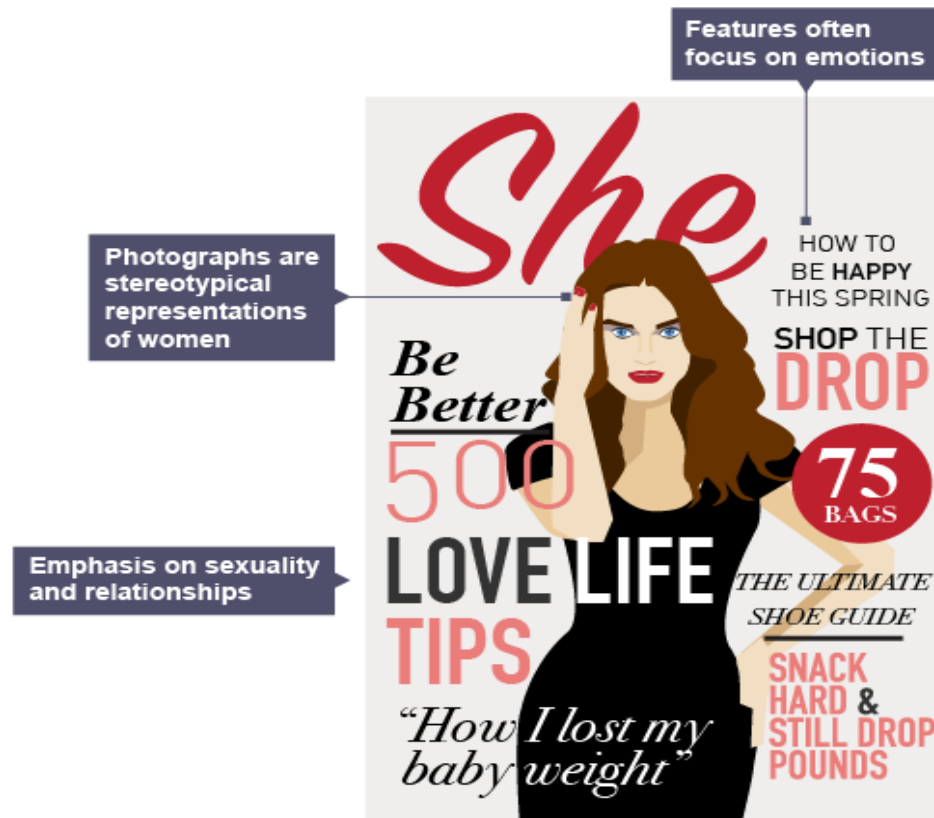


Test your knowledge and awareness

Recognising visual stereotypes



Recognising visual stereotypes



Recognising visual stereotypes



Recognising visual stereotypes

1948



Recognising visual stereotypes

1955



Recognising visual stereotypes

2021



Recognising visual stereotypes



Recognising visual stereotypes



1959

Recognising visual stereotypes



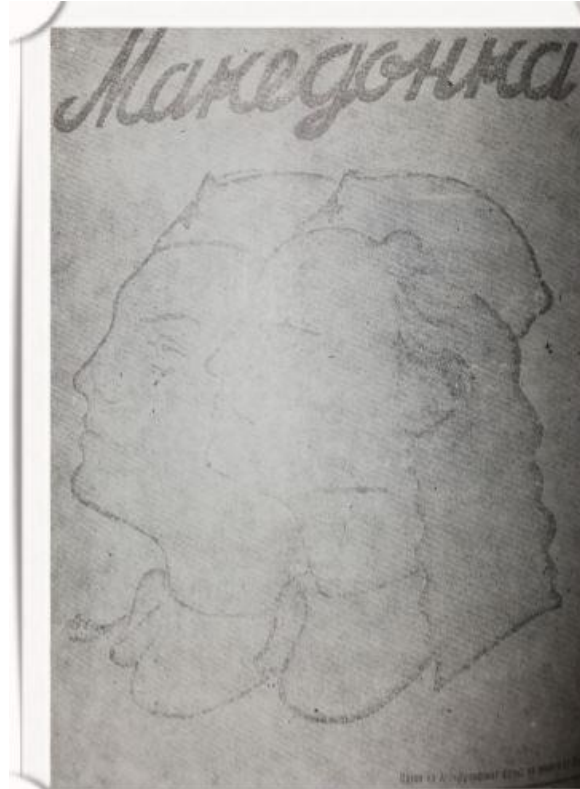
Recognising visual stereotypes

January 27,
2021



Recognising visual stereotypes

1944



Recognising visual stereotypes

1975



Recognising visual stereotypes

1977



Recognising visual stereotypes

2012



Recognising visual stereotypes

2021



Ljepota & zdravlje,

July 2021



Ljepota & zdravlje,

March 2021



AZRA,

November 2020



AZRA,

July 2020



Gracija,

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