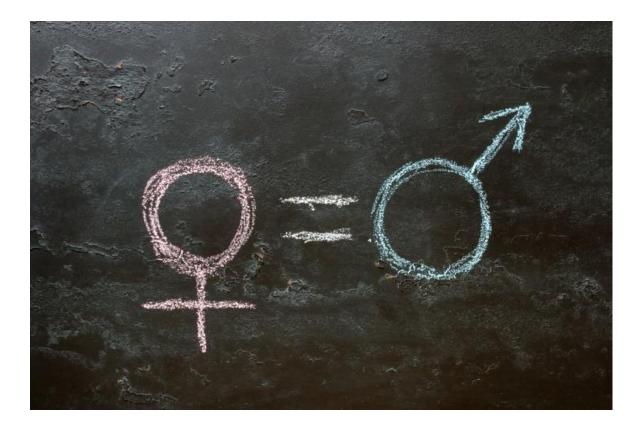
GENDER-SENSITIVE COMMUNICATION TOOLKIT

Mira Banerjee JTN meeting 18 June 2019



What is gender-sensitive communication?

Gender equality made manifest through language and images

















Challenge stereotypes







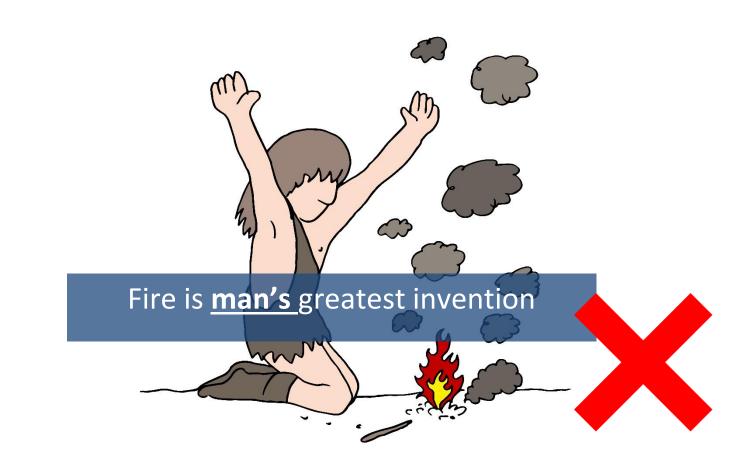
How to: Challenge stereotypes







Be inclusive and avoid omission







How to – Be inclusive and avoid omission







Increase accuracy

- In 2014, 14% of people aged 18-65 stated that they had experienced sexual violence in the previous year.
- In 2014, 23% of women and 5% of men aged 18-65 stated that they had experienced sexual violence in the previous year.





Gender-sensitive Communication Toolkit

Examples Tools Check-lists







Test your knowledge

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Toolkit on Gender-sensitive Communication

Example 1

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	Gendering of an Inanimate object (country).	Casting the male as gen and focusing only on th experiences of men and	e
still recovering equally share Gendered occu is being used e though not all staff are women through to be	g from the effects of the r d amongsther citizens. pation jobs is threatenin ven wating from poverty and i	recent economic crisis, but Although unemployment g the ability of families to r nsecurity, through no fault from all occupations – froi	e modern age. Michland is the benefits have not been has started to fall, the rise nake ends meet. More and of their own. This develop- n builders and policemen
occupation, as gender is irrelevant. Tof		left many families struggling	
everyone a de			tion that all
Every em poverty;	ployee has sufficient inc	come and social protection	n to protec himself) rom
There are	adequate measures to s	upport the work-life balan	ce of women);
Early years	interventions are in pla	ce for parents and childre	It is positive that the strategy
Boys and a	girls everywhere have ac	cess to a decent education	includes specific measures to support women, but the rationale behind these measures needs to be
here is nothing wrong with the phrase boys and irls' in itself, but when it			clear to ensure that they are not based on, nor reinforce stereotypical thinking.
always said in this order can become gender- iscriminatory, as it affects he cultural value assigner peach peopler. Sometima			The phrasing here could also be better. Is the work-life balance of men not important? Are the authors assuming that women and men have different responsibilities and. If

Checklists & alternative

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Chapter 6: Practical tools (checklists and summary tables)

Examples of common gendered nouns and alternatives

Gendered nouns	Alternatives
X Businessman or businesswoman	√ Business executive
X Chairwoman or chairman	√ Chair or chairperson
X Female lawyer	√ Lawyer
X Policeman or policewoman	√ Police officer
X Repairman	√ Repairer, technician
X Steward or Stewardess	√ Flight attendant
X Salesman	√ Salesperson, sales clerk
X Workman	√ Worker
X Man	√ Person, individual, human being
X Mankind	√ Humanity, human beings, people, mer and women
X Spokesman	√ Spokesperson, representative
X Manpower	√ Workforce, human power, labour force workers
X Cameraman	√ Camera operator, for plural: camera crew
X Policeman	√ Police officer

Examples of common adjectives that carry a gender connotation and alternatives

Gendered adjectives	Alternatives	
X Bossy or pushy	√ Assertive	
X Emotional or hormonal	√ Passionate, enthusiastic, empathetic	
X Ditsy	√ Silly	
X Frigid (no male equivalent)	✓ Lacking sexual responsiveness	
X Frumpy	√ Dowdy and old fashioned	
X Shrill	✓ High pitched, grating voice	
X Loose (no male equivalent)	√ Having sexual confidence	
X Hysterical	√ Irrational	
X Mumsy	√ Dowdy and old fashioned	
X Virile	√ Strong, energetic	







- How does gender impact your language?
- How could you use the guide?

