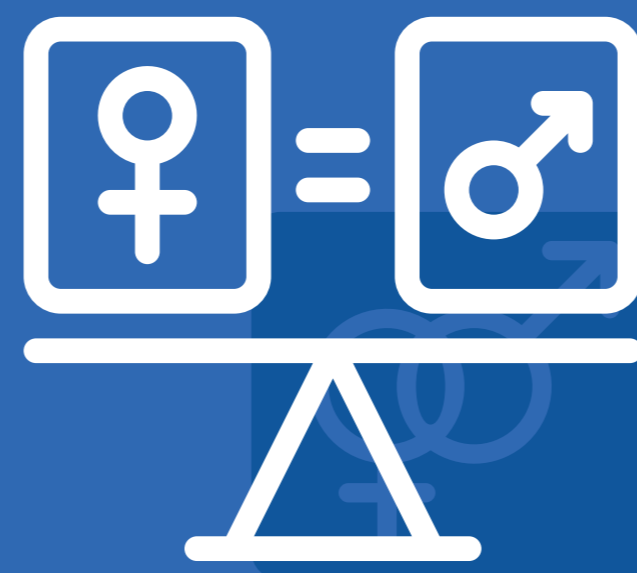


GUIDELINE FOR GENDER SENSITIVE LANGUAGE

POWER RELATIONS AND LANGUAGE



Gender inequalities are perpetuated through culture, societal norms, attitudes and power imbalance. **Language often reflects all these.**



It embodies stratification of our societies, but it is also a powerful tool to describe realities and change stereotypical perceptions of our identities and capacities as human beings.

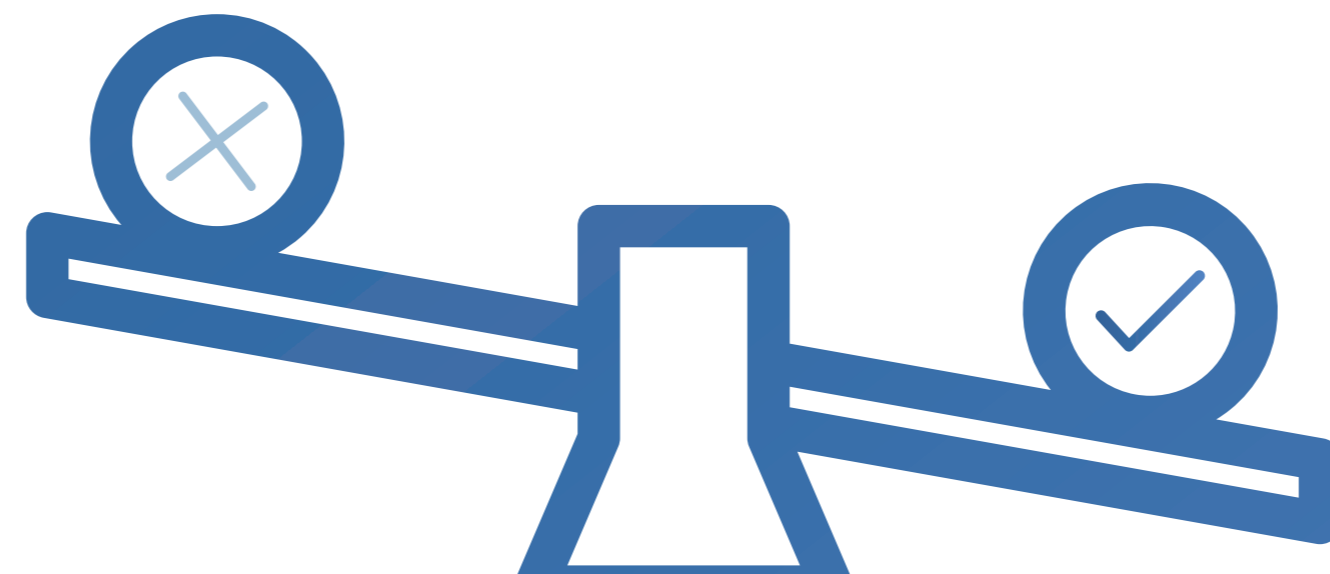
GENDER SENSITIVE LANGUAGE

Language is a window through which we interact with people. A bias language influences the accuracy and the clarity of our communication.

Language reflects how and what we think, and how we interpret the world. The words we use reflect assumptions about our being, our values, gender roles abilities, and capacities. For example, many people will automatically use the pronoun 'he' without knowing whether the person being referred to is male or female. This perpetuates stereotypes that men and women must occupy certain roles.

UNDP is committed to promote gender equality and the empowerment of women in its activities, and to fostering a gender inclusive work environment. A great way to achieve this is through the use of gender-sensitive language.





GENDER BIASED EXPRESSIONS

GENDER SENSITIVE EXPRESSIONS

- ✗ The representative and his office
- ✗ He has a voice
- ✗ Men and ladies
- ✗ Man and wife
- ✗ Sales women, congressman spokesman

- ✓ The representative and the country office
- ✓ They have a voice
- ✓ Men and women
Men and ladies
- ✓ Husband and wife
OR man and woman
- ✓ Sales clerk member of congress, spokes person

GENDER SENSITIVE LANGUAGE NEEDS TO

- Ensure that women and represented men are challenged gender stereotypes
- Avoid exclusionary forms
- Use equal form of address
- Create gender balance
- Promote gender equality through titles

