

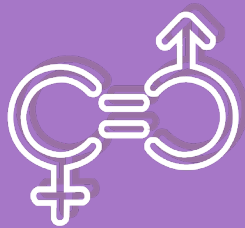


GENDER-SENSITIVITY

COMMUNICATION GUIDELINES

COMMUNICATORS WITHIN UNDP, FROM PROGRAMME PERSONNEL TO SPOKESPERSONS, TO BE MORE GENDER SENSITIVE AND THUS CONTRIBUTE TO A MORE JUST, INCLUSIVE AND EQUAL SOCIETY WHERE WOMEN'S STORIES ARE HEARD AND TOLD.

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



6 Principles of Gender Responsive Communication

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

How to approach gender sensitive communication

- When identifying sources or people to validate a story, the individuals should represent the communities they belong to and there should be an equal representation of women
- Ensure that a wide variety of women's voices are featured, such as older women, women with disabilities and women in male-dominated areas
- Stories focusing on issues of gender equality/equity at policy, legislative and programme level, should be designed to promote gender equality and challenge unequal gender norms
- Avoid using "he" as a generic pronoun unless the gender of the subject is known and is relevant to the context. To be inclusive, use "she/he", alternate between the she/he in the same sentences/descriptions, or use "they" as a blanket term
- Seek alternatives to language that omits, patronises, or trivialises women, as well as to language that reinforces stereotyped images of both women and men
- Avoid representing women and men in a stereotypical light or associating men and women with certain professions. For example, do not always showcase men for their accomplishments and women for their physical attributes. Equally, in the case of crime, violence, disasters do not portray only women as victims and men as survivors
- Pictures often speak louder than words. Ensure the fair portrayal of men and women in IEC materials, knowledge products and images. Graphics and images should speak a neutral languages. Avoid depicting women as sexual objects

Examples of Gender-Biased Language

The representative and his office

"If a student studies hard, he will succeed"

"The little lady" when you are referring to someone's spouse, or wife

Exaggerated language such as "Pretty minister receives cabinet position!", "Mother of three elopes with lover", "Woman driver crashes into fence", "Maria is a career woman", "Spinster", etc

Miss or Mrs

Do not describe a woman in relationship to someone else such as "Mary Musonda, who is married to John Musonda" or "Mr. John Musonda and his wife Mary"

Man and wife

Sales women; congressman; spokesman chairman; male nurse; female doctor

Motherland; Mother tongue; Mankind; Manpower; Gentleman's Agreement; Forefathers

Musonda and Mailesi have full-time jobs; he helps her with the housework

Doctors usually have little time for their wives and children

Each employee will perform better if he tracks his time allocation by a task

Can I have the contact with your assistant? I need to confirm the meeting with her

Examples of Gender-Sensitive Expressions

The representative and the Country Office

"If a student studies hard, they will succeed"

Rather use the name of the woman

Rather use gender neutral headings such as "Deborah Mwiinga wins song contest!", "A couple in an affair elopes", "Driver crashes into a fence", "Maria is a professional"

Ms

Describe a woman as her own person, for example "Mary Musonda, who is a journalist" or "Ms. and Mr. Musonda/Ms. and Mr. Musonda"

Man and Woman/Husband and wife

Salesperson; member of congress; spokesperson; chairperson; nurse; doctor

Homeland, First Language, Humanity/Human beings/the human race, human resources/workforce/labour force/workers, honourable agreement/unwritten agreement

Musonda and Mailesi have full-time jobs, they share the housework

Doctors usually have little time for their families

Each employee will perform better if they track their time allocation by a task

Can I have the contact with your assistant to confirm my attendance?