

Be mindful of Language.




THE NEW >>>
CITY GOVERNMENT
OF TANAUAN
WWW.TANAUANCITY.GOV.PH



Gender and Development Office



 @GADtanauancity

 gad@tanauancity.gov.ph


 728-9844 loc. 1165

Avoid sexist terms, Use a
**GENDER-FAIR
LANGUAGE**



Gender-Fair Language

-  is a powerful way to promote gender equality and fight gender bias.
-  minimizes unnecessary concern about gender in your subject matter, allowing both you and your reader to focus on what people do rather on which sex they happen to be

Sexism in Language








-  it is the use of language which devalues members of one sex almost invariably women, and thus fosters gender inequality

TO AVOID SEXIST TERMS. WE MUST USE GENDER-FAIR LANGUAGE

AVOID		CONSIDER USING INSTEAD
chairman		chairperson
congressman/ congresswoman		legislator/ representative
policeman/ policewoman		police officer
salesman/saleslady		salesperson
anchorman		anchorperson
manpower		workforce
firemen		fire fighter

AVOID

CONSIDER USING INSTEAD

businessman		business owner
landlord		owner
freshman		first year student
working mother		working parent
mother tongue		native language
husband/wife		spouse
housewife/ househusband		home manager/ homemaker

When greeting others


AVOID

ladies gentlemen ma'am sir girls guys

CONSIDER USING INSTEAD

friends folks everyone all guests

*Do not use language that excludes women.
Do not use language that limits either sex.
Avoid job titles that perpetuate stereotypes*

-  Shifting to gender-inclusive (fair) language respects and acknowledges the gender identities of all people and removes assumption.

Be mindful of Language