

GENDER-SENSITIVE COMMUNICATION TOOLKIT

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What is gender-sensitive communication?

Gender equality made manifest through language and images



Key terms

Avoid

Consider

Favour

Sexist /
Gender-
discriminatory /
Gender-biased

Gender-neutral
/ Gender-blind

Gender-
sensitive

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



Checklists & alternative

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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

Reflections

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