

**OFFICE OF THE EXECUTIVE DIRECTOR**

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TO: All Divisions

FROM:   
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Executive Director

SUBJECT: **Adopting the Use of Gender Fair Images, Content, and Language in Information, Education and Communication Materials, and Official Documents**

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In pursuit of the Council's commitment to gender mainstreaming, PCAARRD hereby adopts the use of gender fair images, content, and language in its information, education and communication (IEC) materials and official documents. This policy is in accordance with and in support to Civil Service Commission (CSC) Memorandum Circular No. 2005-12, Philippine Commission on Women's (PCW) Memorandum Circular No. 2014-06 and Department of Science and Technology's (DOST) initiative to promote gender sensitivity in the workplace.

As a Council that supports gender equality, it is part of our advocacy to eliminate the use of any form of discriminatory language. Thus, to guide our staff on the usage of non-sexist language, attached is the practical guide in reference to PCW Gender-Fair Media Guidebook which can also be accessed through this link: <https://bit.ly/PCWGenderFairGuidebook>

Furthermore, the members of the PCAARRD's Gender and Development Focal Point System (GFPS) in their respective divisions shall lead and assist in enforcing the use of gender-fair language in IEC materials and official documents.

For your compliance. Thank you very much.

## PRACTICAL GUIDE ON THE USAGE OF GENDER-FAIR LANGUAGE

### 1. ELIMINATE THE USE OF LANGUAGE THAT RENDERS WOMEN INVISIBLE

- a. Do not use the generic pronoun "he," "his," or "him" unless you are certain that you are referring exclusively to a male person or persons.

EXAMPLE 1	A teacher will always be a part of his student's life.
Use plural nouns.	<b>Teachers</b> will always be a part of their student's lives.
Delete " <b>he</b> ," " <b>his</b> ," or " <b>him</b> " altogether, and substitute articles.	<b>A</b> teacher will always be a part of <b>a/the</b> student's life.
Substitute " <b>one</b> ," " <b>we</b> ," and " <b>you</b> ."	As a teacher, <b>you</b> will always be a part of <b>your</b> student's life.

EXAMPLE 2	Each of the reporters finished his work on time.
Use passive voice.	The <b>work was finished</b> on time.
Substitute nouns for pronouns.	The <b>reporter's work</b> was finished on time.

- b. Do not use the generic "man."

TRADITIONAL	SUGGESTED
man	person, people, individual(s), human(s), human being(s)
mankind	humankind, humanity, the human race
manhood	adulthood, maturity

- c. Use gender-neutral alternatives for words ending in "man" but which refer to functions performed by either sex.

TRADITIONAL	SUGGESTED
anchorman	anchor, anchorperson
businessman	business executive, business owner, entrepreneur
cameraman	camera operator
chairman	chairperson, chair
Congressman	representative, member of Congress, legislator

2. AVOID USING LANGUAGE THAT TRIVIALIZES WOMEN OR DIMINISHES THEIR STATURE

- a. Avoid using feminine suffixes (e.g., "-ess," "-ette," "-ix," "-enne") that make unnecessary reference to the person's sex as these would suggest that the person referred to is a diminutive or lesser version of the male counterpart

TRADITIONAL	SUGGESTED
actress	actor
usherette	usher
mediatrix	mediator
comedienne	comedian

- b. Avoid using sex-linked modifiers before a generic noun is unnecessary, patronizing, and would suggest that the position is typically for males. If the sex of the person is relevant to the usage, use the modifiers "female" or "woman" instead of a "lady" or "girl" as the latter suggest immaturity while the former is associated with stereotypical feminine attributes.

Instead of "lady doctor" or "doctora"	Use the generic "doctor"
When referring to a female lawyer, a male secretary or a male nurse	Stick to the generic "lawyer," "secretary" and "nurse"
Instead of making the distinction with "heroic women"	Simply say "hero" for both males and females

3. DO NOT USE LANGUAGE THAT DISPARAGES OR MARGINALIZED WOMEN.

- a. Avoid using words with negative connotations that tend to belittle or subject a person or class to ridicule. Use neutral words instead.

Instead of "salesgirls"	Use "salespersons" since they are invariably adults
Instead of "bachelor girl," "spinster" or "old maid"	Use "unmarried woman"
Instead of "minority women" which suggest marginalization	Use "ethnic women"
Instead of "house husbands" or "housewives"	Use "homemakers"
Instead of "girl Friday"	Use the gender-neutral alternative which is "administrative assistant"

4. DO NOT USE LANGUAGE THAT PERPETUATES UNEQUAL GENDER RELATIONS

- a. Cite names (proper and generic) in parallelism. For example, use "husband and wife" instead of "man and wife." "Man" is a gender neutral term while "husband" and "wife" are terms that automatically associate the subject with a partner, and all that the relationship entails.

- b. Cite the names and titles of male and female subjects similarly.

Instead of " <b>Secretary Diokno and Madam Briones</b> "	Say " <b>Secretary Diokno and Secretary Briones</b> "
Instead of "Nadine and Reid"	Say " <b>James and Nadine</b> " or " <b>Reid and Lustre</b> "

- c. Address people formally in a gender-neutral manner.

Instead of " <b>Miss</b> " or " <b>Mrs.</b> "	Use " <b>Ms.</b> " even when a woman's marital status is known
Instead of husbands first name ("Mrs. Herman Lee")	Use a married woman's first name ("Ms. Annabelle Lee")
Even when a title is appropriate for males	Use the corresponding for females ("Ms.," "Dr.," "Prof.,")
When writing letters to unknown persons, instead of " <b>Dear Sir,</b> " " <b>Gentlemen</b> "	Use " <b>Dear Colleague</b> " or " <b>Editor</b> " or " <b>Professor,</b> " and others