



### How gender matters everywhere



## Principles of gender-sensitive communication

- ✓ Gender-sensitive communications = a **must-have skill** for all persons working on policy-making
- ✓ Necessity to be aware of the ways in which language and images can either **reinforce or challenge gender inequalities**
- ✓ Gender equality means **more than the equal representation of women and men** = eliminating all gender-based discrimination and gender stereotypes in all areas

**Address the invisibility  
of Women**

## Recruitment poster, 1966 (France)



## SOME PROGRESS BUT ... Recruitment poster, 2019 (Essex, UK)





**Christine LAGARDE, head of the European Central Bank, gathered the 25 members of the ECB's Governing Council (2019, November 14th)**

## USE GENDER-SENSITIVE LANGUAGE

- ✓ Gender-sensitive communication means using **inclusive language**
- ✓ Some **tips**:
  - Use the plural form
  - Avoid “man” words
  - Use the feminine forms of professions, grades etc.
  - Use both the feminine & the masculine when addressing people
  - Present women and men’s full names
  - Avoid some expressions – Ex Mrs, miss, chairmanship in EN, mademoiselle, droits de l’homme, droits de la femme in FR

# **Sexualisation and objectification of women's bodies**



Daily Mail front page, UK  
2017

Poster for a Women's Handball Game , France, 2015

**Daily Mail**  
TUESDAY, MARCH 28, 2017  
www.dailymail.co.uk  
NEWSPAPER OF THE YEAR 65p

**Never mind Brexit, who won Legs-it!**

It wasn't quite stilettos at dawn, but there was a distinctly frosty atmosphere when Theresa May met Nicola Sturgeon yesterday  
SEE PAGES 6-7

**BLUEPRINT TO SAVE THE NHS**

**EXCLUSIVE**  
By Sophie Borland  
Health Editor

**■ Dramatic costs to cut**  
**■ Doling out of painkillers to be scrapped**  
**■ GPs ordered to crack down on health tourists**

**PAINKILLERS, cough remedies and gluten-free foods will no longer be available on the NHS.**  
GPs will have to stop prescribing items that can be bought cheaply in supermarkets and chemists.  
Unveiling a major cost-cutting plan in the Daily Mail today, the head of the NHS says patients will also be expected to pay for their own indigestion pills, hayfever remedies and sunscreen.  
Simon Stevens says that free travel vaccinations will come to an end.  
His new national guidance will say these should no longer be routinely prescribed on the NHS. There will also be a big drive to recover the costs of treating European Union citizens.  
The crackdown is part of a blueprint to be formally announced by Mr Stevens later this week to save the Health Service up to £1 billion in two years. He wants to use the savings to improve patient care and pay for lifesaving drugs. The reforms come as the NHS struggles to keep pace with the pressures of both a growing and ageing

**Turn to Page 2**

LAF VOLLEY  
PALAIS DES VICTOIRES 2015-2016  
RACING CLUB DE CANNES  
RC CANNES  
VS  
BEZIERES  
SAMEDI 24 OCTOBRE 2015 À 20H00

E.Leclerc  
CS  
Palm Bus  
AMERIBART  
adidas  
PISONI  
FITANE  
L'UNIVERSITA  
TICA

**Risk of reproducing  
gender stereotypes**

Prevention video campaign vs Rape, Police in Baranya County, Hungary, 2014 : « The flirtation of young girls can often trigger violence. »



Campaign, « Science: it's a girl thing! », European Commission, 2012



## DO NOT REINFORCE GENDER STEREOTYPES

- ✓ Equal visibility is not enough if women and men are represented in stereotyped roles
- ✓ Make an effort **to represent women in roles traditionally occupied by men and vice versa**
- ✓ A common gender stereotype = to **value more activities associated with men**
- ✓ The value associated with all human activities is **socially constructed**
- ✓ **Visuals**: avoid colours or images that are stereotypical (ex blue/red or pastels/dark colours)
- ✓ Pay attention to the **positioning and expression** of characters used in pictures




**Laura**  
a trouvé le poste de ses rêves.

C'est l'avenir qu'elle a toujours envisagé. Et l'avenir, pour elle, c'est de faire vivre et partager sa passion, transmettre des savoirs et des valeurs, se consacrer à la réussite de chacun de ses élèves. C'est pour cela qu'elle a décidé de devenir enseignante.

**L'ÉDUCATION NATIONALE RECRUTE 17 000 PERSONNES**

Pourquoi pas vous ? 17 000 postes d'enseignants, d'infirmier(ies) et de médecins scolaires sont à pourvoir en 2011.

**RENSEIGNEMENTS ET INSCRIPTIONS DU 31 MAI AU 12 JUILLET 2011**  
SUR [WWW.LEDUCATIONRECRUTE.FR](http://WWW.LEDUCATIONRECRUTE.FR)




**Julien**  
a trouvé un poste  
à la hauteur de ses ambitions.

C'est la concrétisation de son projet professionnel. Et ce projet, pour lui, c'est de faire vivre et partager sa passion, transmettre des savoirs et des valeurs, se consacrer à la réussite de chacun de ses élèves. C'est pour cela qu'il a décidé de devenir enseignant.

**L'ÉDUCATION NATIONALE RECRUTE 17 000 PERSONNES**

Pourquoi pas vous ? 17 000 postes d'enseignants, d'infirmier(ies) et de médecins scolaires sont à pourvoir en 2011.

**RENSEIGNEMENTS ET INSCRIPTIONS DU 31 MAI AU 12 JUILLET 2011**  
SUR [WWW.LEDUCATIONRECRUTE.FR](http://WWW.LEDUCATIONRECRUTE.FR)



## PORTRAY DIVERSITY AMONG WOMEN AND MEN

- ✓ Not all women suffer from the same forms of discrimination and not all men enjoy the same privileges
- ✓ Gender **interacts** with other **structuring factors** for individuals (age, (dis)ability, ethnic origin, sexual orientation, gender identity, class, etc.)
- ✓ Achieving gender equality necessitates understanding and including the different needs and experiences of **women and men belonging to different groups**
- ✓ Always remember that all forms of exclusion and discrimination have a **gender dimension**

## DO NOT VICTIMISE OR PATRONISE

- ✓ Women often tend to be **portrayed as powerless** in the face of adversity
- ✓ People are sometimes in vulnerable situations but are **not vulnerable per se**
- ✓ Focus on **people's agency and ability** to find solutions to improve their lives
- ✓ Show women and men as active participants
- ✓ **Avoid patronising statements** about women's shortcomings or accomplishments but keep in mind structural inequalities ex: don't say *she became president despite of her gender*, but *she became president despite facing gender inequalities and stereotypes*

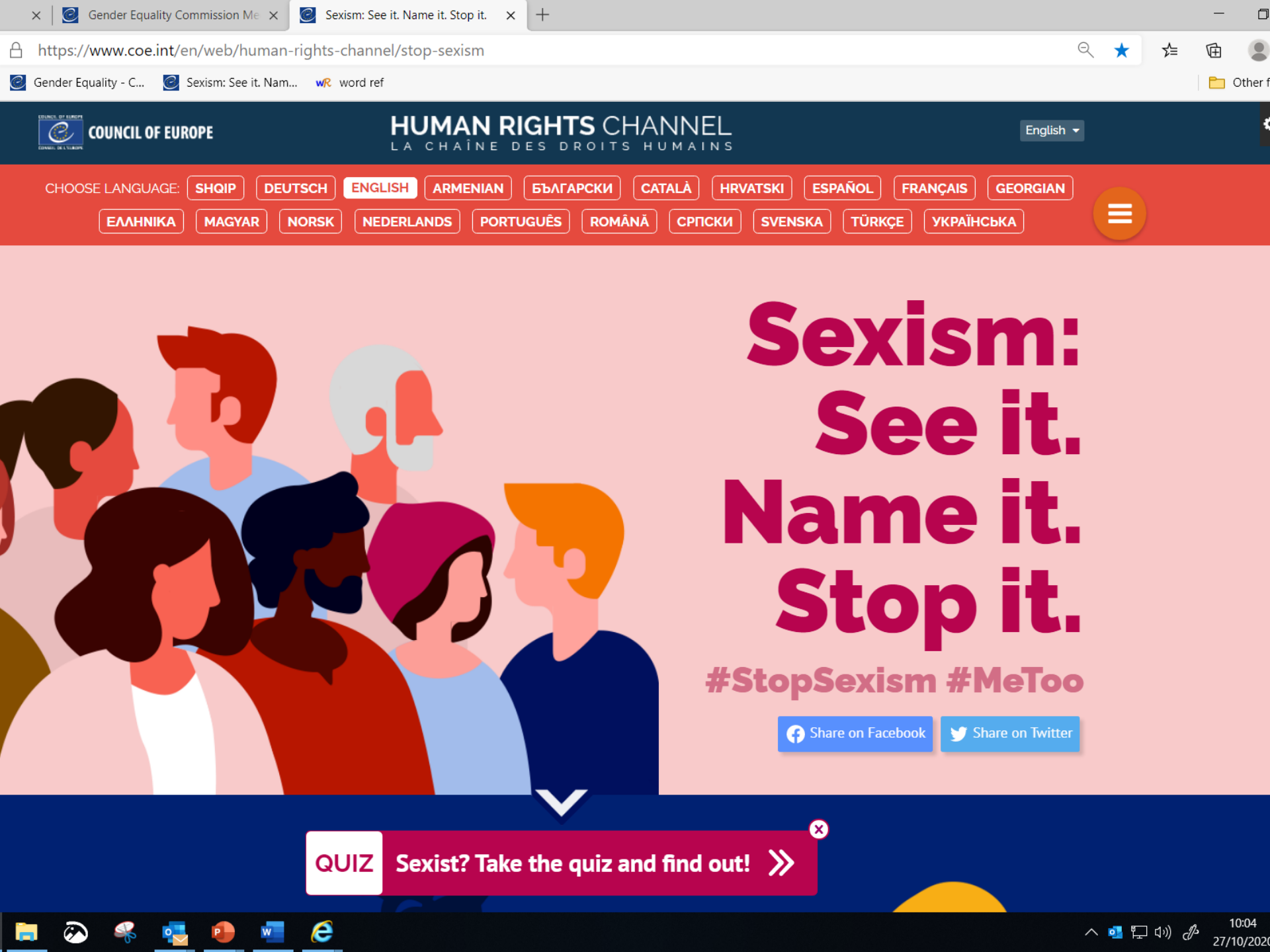
FR national newspaper  
Libération, 08.11.20





## PRESENT FACTS, NOT JUDGEMENTS

- ✓ Gender shapes everybody's lives so most people have **strong opinions about gender equality issues**
- ✓ Be careful **not to make assumption in your work based only on personal experience** or on anecdotes
- ✓ Gender equality is an **area of research & policy**
- ✓ Focus **on facts and data** and consult with experts
- ✓ **Lack of knowledge, context and personal experience** impact the way in which people approach gender equality issues
- ✓ Convey **nuance** rather than categorical answers, but keep in mind that **standards on GE must be respected**



CHOOSE LANGUAGE:

SHQIP

DEUTSCH

ENGLISH

ARMENIAN

БЪЛГАРСКИ

CATALÀ

HRVATSKI

ESPAÑOL

FRANÇAIS

GEORGIAN

ΕΛΛΗΝΙΚΑ

MAGYAR

NORSK

NEDERLANDS

PORTUGUÊS

ROMÂNĂ

СРПСКИ

SVENSKA

TÜRKÇE

УКРАЇНСЬКА



# Sexism: See it. Name it. Stop it.

#StopSexism #MeToo

Share on Facebook

Share on Twitter

QUIZ

Sexist? Take the quiz and find out!



## Conclusions

- ✓ **Words and images matter** as they carry values and political messages
- ✓ Gender-sensitive communication necessitates some vigilance but **no additional work**
- ✓ Allows for **more inclusiveness**
- ✓ Potentially **more impact** on a diverse group of recipients
- ✓ A must for a **human-rights based organisation**

[cecile.greboval@coe.int](mailto:cecile.greboval@coe.int)

[www.coe.int/stop-sexism](http://www.coe.int/stop-sexism)

[www.coe.int/equality](http://www.coe.int/equality)

