



The Canadian Association of Broadcasters

## GUIDELINES FOR NON-SEXIST LANGUAGE

### 1) Use Neutral Terminology.

#### NO

Deliveryboy/man  
Fireman  
Policeman  
Foreman  
Cameraman  
Housewife  
Mailman  
Steward/stewardess  
Maid  
Man-made  
Mankind  
Forefathers  
Manpower  
Man-in-the-street

#### YES

Delivery driver/courier  
Fire fighter  
Police officer  
Site Supervisor  
Camera operator  
Homemaker  
Letter carrier  
Flight attendant  
Housekeeper  
Manufactured, synthetic  
Humanity  
Ancestors  
Labour, Human Resources  
Citizen

### 2) Avoid Patronizing Terms or Descriptive Phrases.

Little lady, old lady  
Girl (referring to adult female)  
Women's libber  
Coed  
Better half

Wife, spouse  
Woman  
Feminist  
Student  
Partner

### 3) Avoid Stereotyping Jobs and Careers, or Using Terminology Which Calls Attention to the Gender of the Person Doing the Job.

Authoress  
Lady doctor/lawyer  
Girl Friday  
Male nurse  
Weatherman

Author  
Doctor/lawyer  
Secretary  
Nurse  
Meteorologist

4) **Be Careful With Pronouns.**

- Eliminate if possible
- Replace pronouns with articles
- Use both pronouns and vary the order
- Pluralize the noun and pronoun

NO

Each manager determines the best way he can increase production.

An experienced operator always has his lighting kit in his news car.

Each employee may bring his family along.

YES

Each manager determines the best way to increase production.

An experienced operator always has a lighting kit in the news car.

Each employee may bring his or her family along/Employees may bring their families along.

5) **Replace Stereotypical Adjectives and Expressions.**

Gentlemen's agreement

Fatherland

Mother nature/father time

Maiden voyage

Cleaning lady

Man-sized job

Informal agreement

Homeland

Nature/time

Premiere voyage, initial voyage

Housekeeper, cleaner

Big job, large task

6) **Employ Parallel Language and Titles.**

Men and ladies

Man and wife

Mr. & Mrs. Tom Smith

The Hon. John Crosbie and Madame

Flora MacDonald

Men and women

Husband and wife

Mr. & Mrs. Smith/Tom and Mary Smith

The Hon. John Crosbie and the Hon.

Flora MacDonald

7) **Refer to Women by the Name and Title They Prefer. Check the Following:**

- Preference for the term Miss, Ms. or Mrs.
- Continued use of family, rather than husband's name (e.g. Maureen McTeer, not Mrs. Joe Clark)
- Use of the suffix "man" or "woman" applied to titles (e.g. Some elected officials prefer to be known as Aldermen, even though they are women. The same applies to the use of Chairman vs. Chair, Chairperson, and Actor vs Actress.)