

# International Women's Day 2023.

## Rapid fire guide to changing the narrative.

**Sexist words and phrases sneak into our everyday conversations, with damaging effects:**

### 1 Gendered job titles

Using **'fireman'** or **'policeman'** can suggest these roles are only or primarily suitable for men. The result is that, consciously or unconsciously, girls and women may feel those roles just aren't for them.

### 2 Diminutive forms

Saying **'girl'** instead of **'woman'** can have an infantilising effect and as a result, undermine women's feelings of competence and authority.

### 3 Gendered insults

Common negative labels such as **'bitch'**, **'bossy'** or **'slag'** are words used to insult girls and women only, and their use reflects a culture of misogyny.

### 4 Sexualised language

Widespread use of words like **'hot'**, **'sexy'** or **'babe'** encourages people to think a woman's worth is based purely on her physical appearance.

**Here's a practical starter-for-ten guide for anyone who wants to ensure they're not being a secret sexist.**

(PS: ticking off the ones you've used this week alone makes for a fun, if slightly worrying game. We've all done it.)

~~To be avoided~~ - Preferred -

Man → People

Mankind → Humankind

Man's achievements → Humanity's achievements

If a man drove 50 miles... → If a person drove 50 miles

The best man for the job → The best candidate for the job

Man-made → Artificial, synthetic

Manpower → Workforce

Man the desk → Staff the desk

Chairman → Chairperson

Headmaster → Headteacher

Claire, his wife of 20 years → Claire and Peter, married for 20 years

The girls in the office → The women in the office

What is needed is the feminine touch → What is needed is a caring attitude