

EXAMPLES OF GENDER-SENSITIVE LANGUAGE

Compiled by Service-Growth Consultants Inc.

May 2003

Below are lists of common gender-biased terms and bias-free substitutes.

1. Occupational References

| Biased | Bias-Free |
|---------------------------|---------------------------------------|
| businessman | business executive, entrepreneur |
| career girl, career woman | professional, manager, executive |
| cleaning lady | cleaner |
| delivery boy | courier, messenger |
| foreman | supervisor |
| girl Friday | clerk, office assistant, receptionist |
| insurance man | insurance agent |
| landlady, landlord | proprietor, building manager |
| mailman | mail carrier, letter carrier |
| newsman | journalist, reporter |
| policeman | police officer |
| repairman | repairer, technician |
| saleslady, salesman | sales clerk, sales rep, sales agent |
| serviceman | service representative |
| steward, stewardess | flight attendant |
| waitress | waiter, server |
| workman | worker |

2. Role References

| Biased | Bias-Free |
|--------------------------------|--------------------------------|
| alumni | graduates |
| chairman, chairwoman | chair, chairperson |
| committee man, committee woman | committee member |
| corporate wife | corporate spouse |
| faculty wife | faculty spouse |
| freshman | first-year student |
| front man | front, figurehead |
| hostess | host |
| housewife, househusband | homemaker |
| middleman | go-between |
| man and wife | husband and wife |
| ombudsman | troubleshooter |
| self-made man | self-made person, entrepreneur |
| spokesman | spokesperson, representative |

3. Group References

| Biased | Bias-Free |
|----------------------------|--|
| brotherhood | kinship, community |
| common man | common person, average person |
| countryman | compatriot |
| fatherland | native land |
| fellowship | camaraderie |
| forefathers | ancestors, forebears |
| fraternal | warm, intimate |
| Frenchmen | the French |
| man, mankind | humankind, humanity, humans |
| mother tongue | native language |
| rise of man | rise of civilization |
| thinking man | thinking person, thinker, intellectual |
| working man, working woman | wage earner, taxpayer |

4. Other Stereotypes

| Biased | Bias-Free |
|----------------------|-------------------------------------|
| king-size | jumbo, gigantic |
| kingmaker | power behind the throne |
| lady | woman |
| ladylike | courteous, cultured |
| like a man | resolutely, bravely |
| maiden name | birth name |
| maiden voyage | first voyage |
| man (verb) | staff, run |
| man enough | strong enough |
| manhood | adulthood |
| manly | strong, mature |
| manpower | human resources |
| master (noun) | owner, expert, chief, superior |
| master (verb) | learn, succeed at, overcome |
| master (adj) | expert, gifted, accomplished |
| master of ceremonies | host, emcee, moderator, convenor |
| masterful | skilled, authoritative, commanding |
| mastermind (noun) | genius, creator, instigator |
| mastermind (verb) | oversee, launch, originate |
| masterpiece | work of genius, chef d'oeuvre |
| masterplan | comprehensive plan, vision |
| masterstroke | trump card, stroke of genius |
| man made | artificial, synthetic, machine-made |
| man of action | dynamo |
| man of letters | scholar, writer, literary figure |

| Biased | Bias-Free |
|--|--|
| man of the world man-hour motherly one-up-manship statesman workmanship | sophisticate staff hours, hours of work loving, warm, nurturing upstaging, competitiveness diplomat, public servant, political leader quality construction, expertise |

5. Turns of Phrase

| Biased | Bias-Free |
|--|---|
| All men are created equal be his own boss best man for the job Boys will be boys everybody and his brother Every man for himself A man's home is his castle John Q. Public Every schoolboy knows gentleman's agreement no-man's-land to a man | We are all created equal be one's own person best person for the job Kids will be kids everybody and their cousins Everyone for themselves Your home is your castle the average citizen Every school child knows honourable/informal agreement limbo, unclaimed territory to a person, without exception |