

# EXAMPLES OF GENDER-SENSITIVE LANGUAGE

Compiled by Service-Growth Consultants Inc.

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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

<b>Biased</b>	<b>Bias-Free</b>
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

<b>Biased</b>	<b>Bias-Free</b>
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