

*Empowered lives.
Resilient nations.*

ДАВАЙТЕ ГОВОРИТЬ ГЕНДЕРНО

10 ПРИНЦИПОВ КОММУНИКАЦИИ В ЦЕЛЯХ
РАЗВИТИЯ, ОСНОВАННЫЕ С УЧЕТОМ
ГЕНДЕРНЫХ АСПЕКТОВ

ДАВАЙТЕ ГОВОРИТЬ ГЕНДЕРНО

**10 ПРИНЦИПОВ КОММУНИКАЦИИ В ЦЕЛЯХ РАЗВИТИЯ,
ОСНОВАННЫЕ С УЧЕТОМ ГЕНДЕРНЫХ АСПЕКТОВ**

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ФОРМИРОВАНИЕ ОСНОВ

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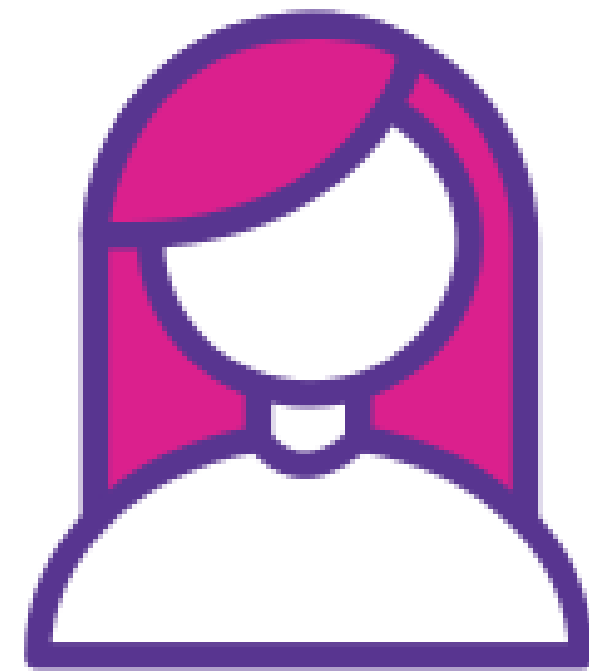
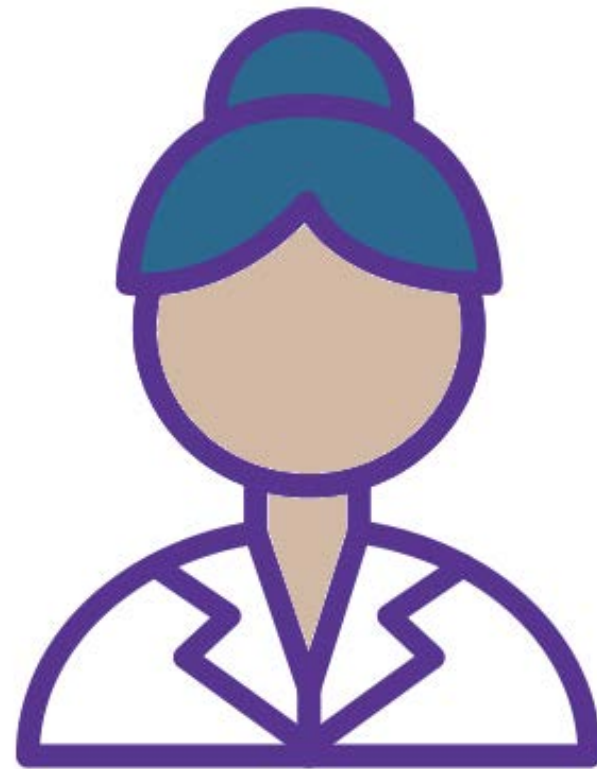
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**ВЫХОДИТЕ ЗА
РАМКИ,
ХАРАКТЕРИЗУЯ
ЖЕНЩИ**

1



Распространенная ошибка:
Заниматься вопросами гендерного равенства
не означает просто рассказывать о женщинах
и их достижениях.

Гендерное равенство относится к неравному соотношению сил между женщинами и мужчинами и к неравным ролям, которые приписывают им наше общество.

Достижения отдельных женщин важны, но о них необходимо говорить в более широком контексте гендерного неравенства.

Хотя цифры и статистические данные имеют важное значение, избегайте подсчета числа женщин и мужчин в качестве единственной ссылки на гендерное равенство и расширение прав и возможностей женщин.

Если вы пишете о проблемах гендерного равенства, вы должны уделять внимание:

- a. различиям в положении женщин и мужчин
- b. дискриминации по признаку пола в законодательстве и на практике
- c. гендерным ролям и гендерным стереотипам
- d. расширению прав и возможностей женщин



Хорошая практика:
Изучение различных аспектов гендерного
неравенства на основе конкретного опыта
женщин и мужчин

Истории о гендерном равенстве могут быть о:

- a. особой дискриминации, с которой сталкиваются женщины;
- b. расширении прав и возможностей женщин в контексте сохраняющегося гендерного неравенства;
- c. борьба с глубоко укоренившимися гендерными стереотипами;
- d. понимание влияния гендерных ролей как на женщин, так и на мужчин.

Покажите, как результаты вашего вмешательства решают один или несколько из этих структурных вопросов.



Хорошая практика:
Убедитесь, что визуальный контент вносит свой вклад в повествование, а не является запоздалой мыслью

**ENSURE FAIR
VISIBILITY FOR
MEN AND
WOMEN**

2

50

50

Common mistake:
Equal visibility for women and men is not
enough. We need to ensure fair visibility.

Fair visibility means that our communication doesn't perpetuate gender stereotypes and allows men and women to be on equal footing.

Fair visibility can be achieved by presenting a diversity of roles for both women and men.

A story or a photo with equal numbers of women and men in which men are in leadership roles and women are in support roles does not qualify as fair visibility.

A report in which all photos present men as computer scientists or industry workers and all women as nurses and teachers doesn't qualify as fair visibility.



Good practice:
Include perspectives of women in
decision-making positions.



Good practice:
Include perspectives of women and men
who challenge expected gender roles.

**DON'T DIMINISH
WOMEN'S
CONTRIBUTIONS**

3



Common mistake:
We are conditioned to assume that activities dominated by men have more value than those associated with women.

Activities associated with men are rewarded more than activities associated with women:

- a. paid work vs. unpaid domestic and care work
- b. full-time work vs. part-time work
- c. sectors dominated by men (extractive industry, transportation, finance) vs. sectors dominated by women (education, healthcare, services)

The value of these activities is not intrinsic, it is assigned through social norms and values.

There is no reason why childcare and primary education should be less valuable than construction work.

Yet the importance and financial rewards we associate with activities seen as masculine and feminine differ greatly in most countries.



Good practice:
Be mindful of the ways in which gender relations and stereotypes influence the way in which human activities are portrayed.

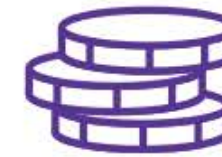
For example, stating that women in rural areas don't participate in the economic life of their communities is a biased statement because it erases their contributions in terms of unpaid domestic and care work.

In truth, these contributions grow the economy by enabling other members of the family, mostly men, to participate in the workforce.

Just because women don't participate in the monetised economy doesn't mean that their work does not contribute to the economy.

**DON'T REINFORCE
GENDER
STEREOTYPES**

4



Education

Health

Tourism

Security

Finance

Transportation

Common mistake:
Avoid portraying certain jobs or roles as
more appropriate for one gender.

Professions have no gender.

Women can do jobs traditionally associated with men, just as men can do jobs traditionally associated with women.

The division of labour between women and men does not correspond to their innate capacities or preferences.



Good practice:
Portray men and women in diverse roles
that challenge gender stereotypes.



feminine



masculine

Common mistake:
Don't use or reinforce gender stereotypes about the traits, behaviours, activities, and appearance of women and men.



Common mistake:
Avoid stereotyping that affects LGBTI
(lesbian, gay, bisexual, transgender,
intersex) communities.

green

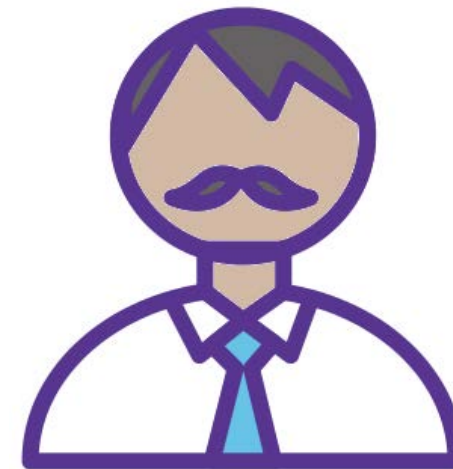
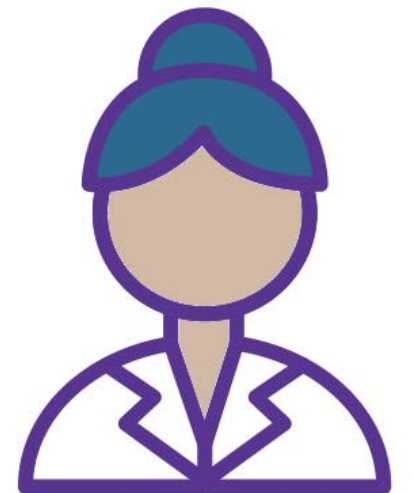
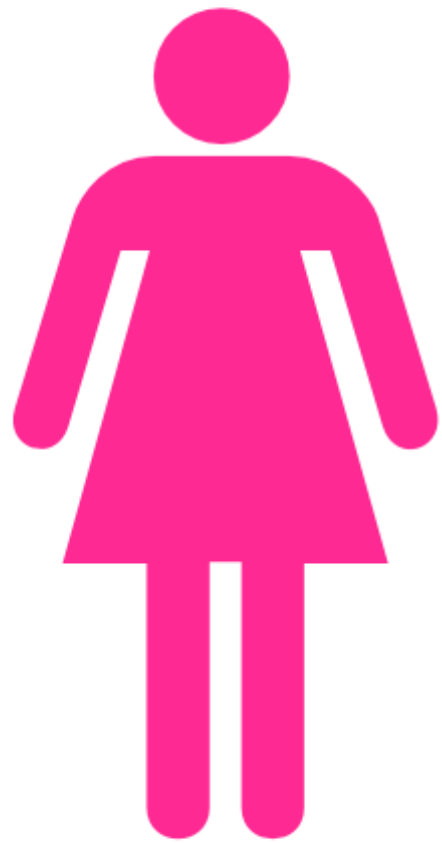
turquoise

purple

orange

Good practice:

Use non-stereotypical colours to represent women and men in graphics.



Good practice:
In infographics, try to showcase the
diversity of women and men.

PORTRAY DIVERSITY

5



Common mistake:
Don't assume all women face the same inequalities. Don't assume all men have the same privileges.

Pay attention to how other identities
(socio-economic background, ethnicity, race,
religion, age, sexual orientation, ability, etc.)
intersect with gender to form different patterns
of disadvantage and exclusion.

Meaningful gender equality will not be
achieved unless we understand and respond to
the different experiences and needs of women
and men belonging to different groups.



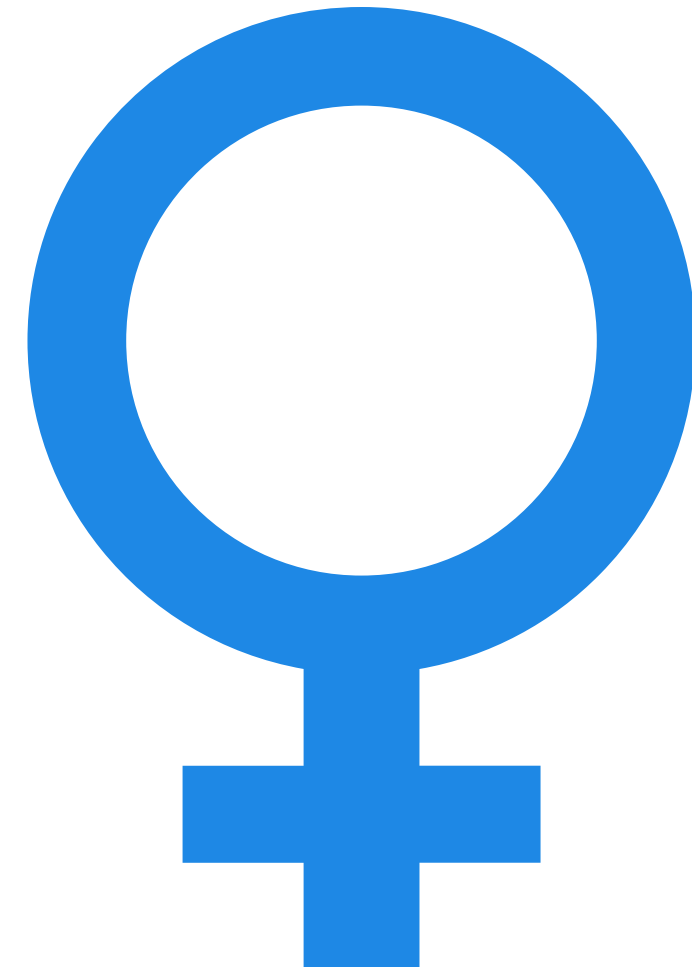
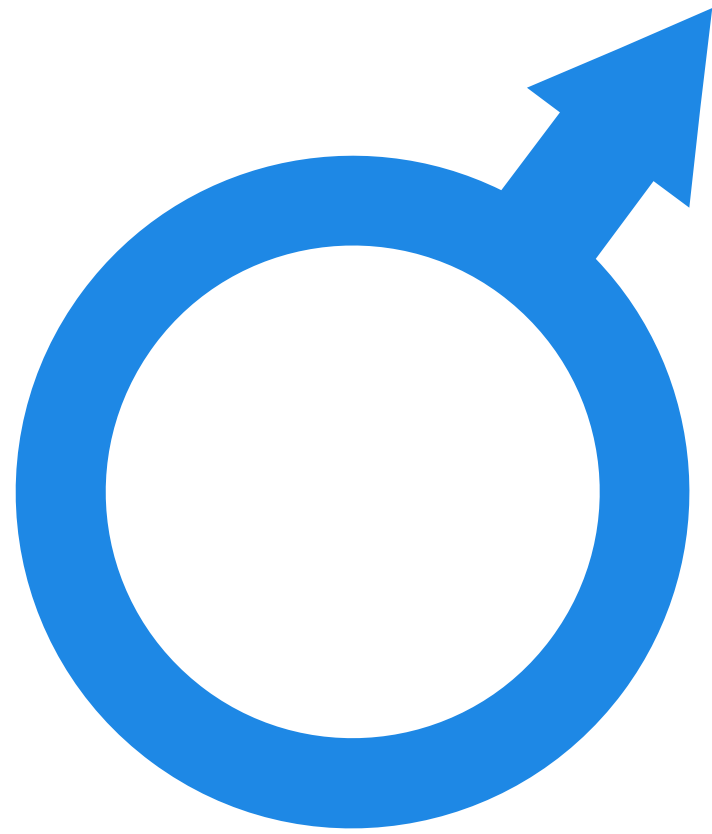
Good practice:
Look at the variety of experiences and needs of men and women of different backgrounds.



Good practice:
Remember that any kind of discrimination
has a gender dimension.

USE GENDER- RESPONSIVE LANGUAGE

6



Common mistake:
Avoid using 'male' and 'female'.

'Male' and 'female' define biological distinctions used in the fields of medicine and biology.

'Man' and 'woman' define human beings and are the correct way to indicate personhood.

Using 'male' and 'female' to describe men and women reduces them to their reproductive abilities and enforces the differences between men and women as grounded in biology, instead of socially-constructed roles.



Good practice:
Use 'man' and 'woman', 'boy' and 'girl',
even when you need an adjective.

the youngest
female
winemaker



the youngest
woman to be a
winemaker



male
parliamentarians

men
in parliament

female
farmers

women
farmers

male labour
participation rate

labour participation
rate of men

brotherhood *fatherland*

motherland

mankind *mother tongue*

Common mistake:
Do not use gendered generic terms.

mankind



humankind



fatherland

native land

mother tongue

native tongue

brotherhood

community, kinship

maternity leave
paternity leave

parental leave

motherly

loving, nurturing



Good practice:
Professions and job titles should be gender
inclusive.

policeman
policewoman



police officer



chairman
chairwoman

chairperson

actor
actress

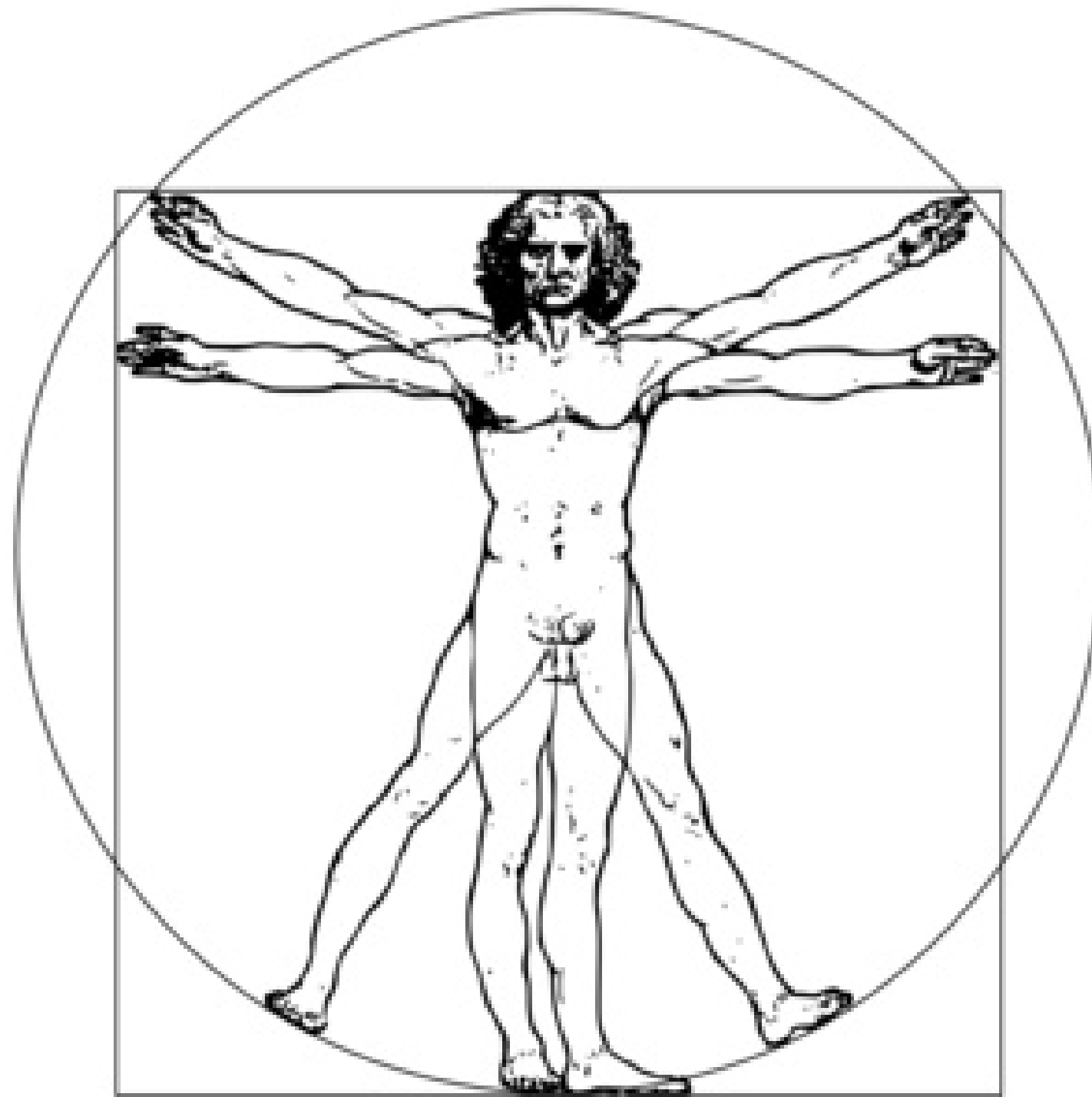
actor

cleaning lady

cleaner

male nurse

nurse



Good practice:
Use singular 'they' instead of masculine
pronouns to express neutrality.

an author and
his audience



each doctor must
take the test
himself

the policeman
will ask you to
show him your ID

an author and
their audience



each doctor must
take the test
themselves

the police officer
will ask you to
show them your ID

DON'T VICTIMISE

7

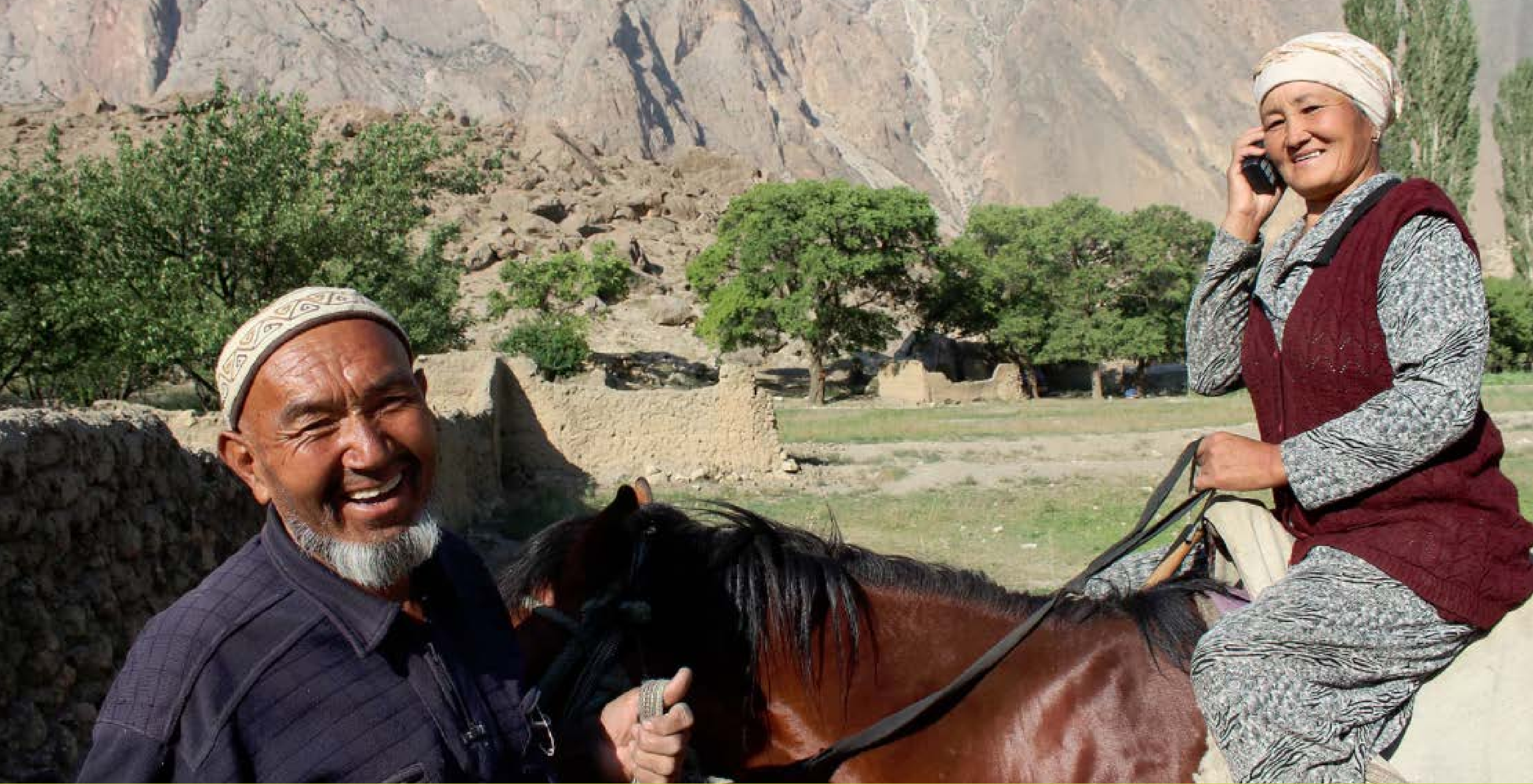


Common mistake:
Don't erase people's abilities and power to
find solutions to improve their lives.

Avoid the particular ways in which women are usually portrayed:

- as victims of sexual and domestic violence
- as mothers who sacrifice for their children
- as unable to escape poverty
- as being vulnerable and powerless
- as passive beneficiaries

Even if they are struggling, give them credit for the ways in which they have dealt with the issues they face and highlight how you are building on their efforts.



Good practice:
Show women and men as active
participants to development instead of
passive beneficiaries.



Common mistake:
In visual content, avoid portraying people
in victimising ways.



Good practice:
Portray people in dignified ways as part of
their daily routine.

DON'T PATRONISE





Common mistake:
Be mindful of differences in cultural background and socio-economic status that can lead to patronising statements.

Avoid the particular ways in which women are patronised:

women need to be educated about their rights
women need to improve their self-esteem
women need to be motivated to participate in public life

We can't talk about issues that affect women's lives without taking into account the systematic material and educational deprivations that they experience in many places around the world.



Good practice:

Portray women accomplishing great results in spite of structural gender inequalities, not in spite of their gender.

**PRESENT FACTS,
NOT JUDGEMENTS**





Common mistake:
Avoid making judgements about gender relations based on personal experience and anecdotal evidence.

Most people have strong opinions about gender relations and gender equality because gender shapes our lives and identities in many ways.

Justifications for why all societies have historically refused women the same rights as men can still hold significant discursive power and influence the way people approach gender equality issues.

Be aware that we all have a context and a background that influences our opinions.

Don't infer societal trends about gender equality based on personal experience and anecdotes.

Analyse the information you have and ask an expert if unsure.

Focus on presenting the facts.

Try to always convey nuance rather than categorical answers.

“It was an arranged marriage. Every day I prayed that he would change. I endured years of physical, psychological and sexual violence because I wanted to cling to my dream of having a real family. But the violence never stopped.”

Good practice:

When writing about traumatic situations, focus on presenting the facts and use quotes to personalise the story.

BE OPEN

10



Good practice:
Be open to listening, learning and
improving.

Applying a gender-responsive lens to our communications is a process and it takes time.

There is a learning curve. Don't expect that you will necessarily get everything right the first time.

Read about it, discuss with other colleagues and ask for advice from people that might know more about the topic.

SUMMARY

**1. GO BEYOND STORIES
FEATURING WOMEN**

**2. ENSURE FAIR VISIBILITY FOR
MEN AND WOMEN**

**3. DON'T DIMINISH WOMEN'S
CONTRIBUTIONS**

**4. DON'T REINFORCE GENDER
STEREOTYPES**

5. PORTRAY DIVERSITY

**6. USE GENDER-RESPONSIVE
LANGUAGE**

7. DON'T VICTIMISE

8. DON'T PATRONISE

**9. PRESENT FACTS, NOT
JUDGEMENTS**

10. BE OPEN

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Resilient nations.*