

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

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

5. Turns of Phrase

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