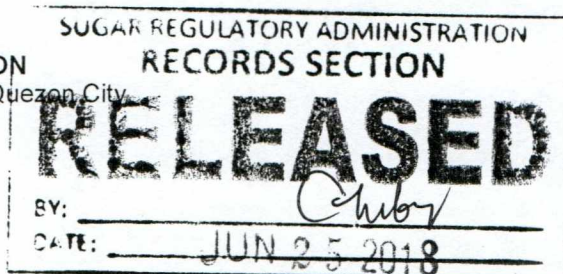




Republic of the Philippines
Department of Agriculture
SUGAR REGULATORY ADMINISTRATION
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TIN 000-784-336



MEMO-GAD-2018-JUNE-001

MEMORANDUM CIRCULAR NO. 5
Series of 2018

TO : ALL CONCERNED

**SUBJECT : USE OF GENDER-SENSITIVE LANGUAGE IN
ALL OFFICIAL DOCUMENTS, COMMUNICATIONS
AND ISSUANCES OF THE SRA**

**OFFICE OF THE MANAGER
PLANNING & POLICY DEPARTMENT (PPD)**

Received by : [Signature]
Date : June 18
Time : 11:51 am

WHEREAS, Section 14, Article II of the 1987 Constitution declares the State policy that recognizes the role of the women in nation-building, and ensures the fundamental equality before the law of women and men;

WHEREAS, Republic Act No. 7192, the Women in Development and Nation Building Act, which was signed into law on February 12, 1992, promotes and ensures the integration of women as full and equal partners of men in development and nation-building;

WHEREAS, Executive Order No. 273 dated September 8, 1995, the Philippine Plan for Gender-Responsive Development (PPGD) 1995-2025, is a long term plan to fully integrate gender and development (GAD) concerns into the whole development process. It holds all heads of government agencies, with the assistance of their respective GAD Focal Point System (GFPS), primarily responsible for the institutionalization and mainstreaming of GAD in their agencies;

WHEREAS, Republic Act No. 9710, the Magna Carta of Women (MCW), approved on August 14, 2009, reinforces the role of women in nation-building, promotes empowerment of women, and ensures equal opportunities and access for women and men to resources and development results and outcome. It endeavors to eliminate discrimination against women in keeping with the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and other international instruments through the development of plans, policies, programs, measures, and mechanisms to address discrimination and inequality in the economic, political, social, and cultural life of women and men;

WHEREAS, the use of non-sexist language is one of the mechanisms to mainstream GAD, eliminate discrimination against women, and attain gender equality in the workplace. Toward this end, Civil Service Commission Memorandum Circular No. 12 dated March 31, 2005 has implemented CSC Resolution No. 050433 dated March 30, 2005 to encourage all government officials and employees to use non-sexist language in all official documents, communications, and issuances to promote gender sensitivity in the bureaucracy;

WHEREAS, the Philippine Commission on Women (PCW), through Memorandum Circular No. 2014-06, encouraged all government agencies, state universities and colleges, government-owned and controlled corporations and all other instrumentalities of government to observe the use of gender-sensitive language in the drafting and review of their priority legislative measures and implementing rules and regulations of laws;

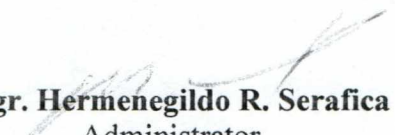
WHEREAS, the PCW commends agencies which have joined the call to use gender-sensitive language and encourages all to continue promoting gender sensitivity in Philippine government;

WHEREAS, the Commission on Audit (COA) issued Resolution No. 2018-009 instructing the use of gender-sensitive language in all official communications of the COA;

WHEREAS, the Sugar Regulatory Administration (SRA) recognizes that the use of gender-sensitive language is an essential component of mainstreaming gender and development in the sugarcane industry and effective mechanism to avoid implicit and explicit discriminatory language against women and men;

NOW, THEREFORE, the Sugar Board resolves as it does hereby resolve, to adopt the use of gender-sensitive language in all official documents, communications and issuances of the SRA, as shown in Annex A hereof immediately;

RESOLVED, FURTHER, that all concerned Deputy Administrators, Managers, Division Chiefs, and Chairperson of GAD Focal Point System (GFPS), shall ensure the proper implementation of this Memorandum Circular.


Engr. Hermenegildo R. Serafica
Administrator

Gender-Sensitive Language in All Official Documents, Communications and Issuances

I. Definition of Terms

1. **Discrimination Against Women** - refers to any gender-based distinction, exclusion, or restriction which has the effect or purpose of impairing or nullifying the recognition, enjoyment, or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil, or any other field.^{iv}
2. **Gender** - refers to social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys, as well as the relations between women and those between men. These attributes, opportunities and relationships are socially constructed and are learned through socialization processes. They are context/time-specific and changeable. Gender determines what is expected, allowed and valued in a woman or a man in a given context. In most societies there are differences and inequalities between women and men in responsibilities assigned, activities undertaken, access to and control over resources, as well as decision-making opportunities. Gender is part of the broader socio-cultural context. Other important criteria for socio-cultural analysis include class, race, poverty level, ethnic group and age.^v
3. **Gender Equality** - refers to the principle asserting the equality of men and women and their right to enjoy equal conditions realizing their full human potentials to contribute to and benefit from the results of development, and with the State recognizing that all human beings are free and equal in dignity and rights.^{vi}
4. **Gender and Development** - refers to the development perspective and process that are participatory and empowering, equitable, sustainable, free from violence, respectful of human rights, supportive of self-determination and actualization of human potentials. It seeks to achieve gender equality as a fundamental value that should be reflected in development choices; seeks to transform society's social, economic, and political structures and questions the validity of the gender roles they ascribed to women and men; contends that women are active agents of development and not just passive recipients of development assistance; and stresses the need of women to organize themselves and participate in political processes to strengthen their legal rights.^{vii}
5. **Gender Mainstreaming** - refers to the strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring, and evaluation of policies and programs in all political, economic, and societal spheres so that women and men benefit equally, and inequality is not perpetuated. It is the process of assessing the implications for women and men of any planned actions, including legislation, policies, or programs in all areas and at all levels.^{viii}
6. **Gender-Sensitive Language** - is the realization of gender equality in written and spoken language. Gender equality in language is attained when women and men and those who

do not conform to the binary gender system are made visible and addressed in language as persons of equal value, dignity, integrity and respect.

Avoiding sex- and gender-based discrimination starts with language, as the systematic use of gender-biased terminology influences attitudes and expectations and could, in the mind of the reader or listener, relegate women to the background or help perpetuate a stereotyped view of women's and men's roles. There are a number of different strategies that can be used to express gender relationships with accuracy, such as avoiding, to the greatest possible extent, the use of language that refers explicitly or implicitly to only one gender, and ensuring, through inclusionary alternatives and according to each language's characteristics, the use of gender-sensitive and inclusive language.^{ix}

7. **Gender Sensitivity** - refers to the ability to understand and consider the socio-cultural factors underlying gender-based discrimination, socialization of men and women into certain behaviors or opportunities, power relations between men and women, as well as the different needs, problems and levels of access to resources that they have.^x
8. **Sexism** - refers to the supposition, belief or assertion that one sex is superior to the other, often expressed in the context of traditional stereotyping of social roles on the basis of sex, with resultant discrimination practiced against members of the supposedly inferior sex.^{xi}
9. **Sexism in Language** - is the use of language which devalues members of one sex, almost invariably women, and thus fosters gender inequality. It discriminates against women by rendering them invisible or trivializing them at the same time that it perpetuates notions of male supremacy.^{xii}
10. **Women Empowerment** - refers to the provision, availability, and accessibility of opportunities, services, and observance of human rights through life-cycle and rights-based approach which enable women to actively participate and contribute to the political, economic, social, and cultural development of the nation as well as those which shall provide them equal access to ownership, management, and control of production, and of material and informational resources and benefits in the family, community, and society.^{xiii}

II. Some Suggestions on How To Use Non-Sexist Language^{xiv}

1. ELIMINATE THE GENERIC USE OF *HE*, *HIS*, or *HIM* UNLESS THE ANTECEDENT IS OBVIOUSLY MALE BY:

a. using plural nouns

TRADITIONAL:

The lawyer uses his brief to guide him.

SUGGESTION:

The lawyers use their briefs to guide them.

b. deleting *he*, *his*, and *him* altogether, rewording if necessary

TRADITIONAL:

The architect uses his blueprint to guide him.

SUGGESTION:

The architect uses a blueprint as a guide.

- c. substituting articles (a, an, the) for *his*, using *who* instead of *he*

TRADITIONAL: The writer should know his readers well.

SUGGESTION: The writer should know the readers well.

- d. using *one*, *we*, or *you*

TRADITIONAL: As one grows older, he becomes more reflective.

SUGGESTION: As one grows older, one becomes more reflective.

- e. using the passive voice

TRADITIONAL: The manager must submit his proposal today.

SUGGESTION: The proposal must be submitted by the manager today.

2. ELIMINATE THE GENERIC USE OF MAN. INSTEAD, USE PEOPLE, PERSON(S), HUMAN(S), HUMAN BEING(S), HUMANKIND, HUMANITY, THE HUMAN RACE.

TRADITIONAL: ordinary man, mankind, the brotherhood of man

SUGGESTION: ordinary people, humanity, the human family

3. ELIMINATE SEXISM IN SYMBOLIC REPRESENTATIONS OF GENDER IN WORDS, SENTENCES, AND TEXT BY:

- a. taking the context of the word, analyzing its meaning, and eliminating sexism in the concept

TRADITIONAL: feelings of brotherhood, feelings of fraternity

SUGGESTION: feelings of kinship, solidarity

TRADITIONAL: the founding fathers

SUGGESTION: the founders, the founding leaders

TRADITIONAL: the Father of Relativity Theory

SUGGESTION: the Founder of Relativity Theory, the Initiator of Relativity Theory

- b. finding precise words to delineate the thing itself from supposedly sex-linked characteristics

TRADITIONAL: Titanic was a great ship, but she now rests at the bottom of the sea.

SUGGESTION: Titanic was a great ship, but it now rests at the bottom of the sea.

TRADITIONAL: "Don't let Mother Nature rip you off! She's out to kill your car's new finish... Stop her..."

SUGGESTION: "Don't let Nature rip you off! It's out to kill your car's finish... Stop it..."

4. ELIMINATE SEXUAL STEREOTYPING OF ROLES BY:

- a. using the same term for both genders when it comes to profession or employment

TRADITIONAL: salesman, stewardess
SUGGESTION: sales agent, flight attendant

- b. using gender fair terms in lexical terms

TRADITIONAL: sportsmanship
SUGGESTION: highest ideals of fair play

- c. treating men and women in a parallel manner

TRADITIONAL: I now pronounce you man and wife.
SUGGESTION: I now pronounce you husband and wife.

- d. avoiding language that reinforces stereotyping images

TRADITIONAL: a man's job, the director's girl Friday
SUGGESTION: a big job, the director's assistant

- e. avoiding language that catches attention to the sex role of men and women

TRADITIONAL: working mothers, spinsters or old maids
SUGGESTION: wage-earning mothers, unmarried women

TRADITIONAL: busboys, chauvinist pigs
SUGGESTION: waiters' assistants, male chauvinists

5. ELIMINATE SEXISM WHEN ADDRESSING PERSONS FORMALLY BY:

- a. using Ms. instead of Mrs.

TRADITIONAL: Mrs. dela Cruz
SUGGESTION: Ms. dela Cruz

- b. using a married woman's first name instead of her husband's

TRADITIONAL: Mrs. Juan dela Cruz
SUGGESTION: Ms. Maria Santos-dela Cruz

- c. using the corresponding titles for females

TRADITIONAL: Dra. Concepcion Reyes
SUGGESTION: Dr. Concepcion Reyes

- d. using the title of the job or group in letters to unknown persons

TRADITIONAL: Dear Sir
SUGGESTION: Dear Editor, Dear Credit Manager, Dear Colleague

III. Kinds of Sexist Language^{xv}

1. Language that excludes women or renders them invisible:

- a. The use of generic masculine; subsuming all humanity in the terms *man, father, brother, master, manhood, forefather, manning, manpower, statesmanship, etc.*
- b. The singular masculine pronouns "*He,*" "*His,*" "*Him*"
Example: When an auditor conducts audit, *he* evaluates the documents submitted by management.

Each employee should wear *his* identification card at all times while inside the building premises.

If a staff has been absent without official leave, send him a notice of termination.

- c. Terms ending in "*man*" to refer to functions that may be performed by individuals of either sex, such as: *chairman, businessman, fishermen, firemen, spokesman, etc.*
- d. Terms used as though they apply to adult males only, or are appropriated to a particular sex: *farmers and their wives, the teacher and her students, the secretary and her boss, etc.*

2. Language that trivializes women or diminishes their stature:

- a. Feminine suffixes such as *-ess, -ette, -trix, or -emme*, make unnecessary reference to the person's sex, suggest triviality, unimportance, or inferiority of women occupying such a position, such as: *actress, aviatrix, comedienne, heroines, hostesses, proprietress, usherette, etc.*
- b. Use of sex-linked modifiers sounds gratuitous, is patronizing and suggests that the norm for some occupations is for a particular sex, such as: *lady doctor, woman writer, female lawyer, male nurse, male secretary, heroic women, working mothers, employed mothers, working wives, etc.*

3. Language which disparages and marginalizes women (or persons of another gender), such as: *salesgirls, ladies, fair sex, weaker sex, little woman, the better half, girl Friday, housewives, busboys, minority women, maids, servants, etc.*

4. Language that fosters unequal gender relations:

- a. Lack of parallelism, such as: *man and wife, men and girls, men and ladies, etc.*
- b. The use of terms that call attention to a person's sex in designating occupations, positions, roles, etc. such as: *delivery boys, motherhood, fatherhood, political husbands, headmasters, traffic in women, bellboy, clergyman, mailman/postman, fathers (religious), laundrywomen, stewardess/steward, etc.*

5. Gender polarization of meanings in the use of adjectives:

Example: Forceful men are perceived as *charismatic*, while forceful women are labeled *domineering*.

We describe angry men as *outraged*, while angry women are *hysterical*.

Men who are interested in everything are called *curious people*, while women with similar tendency are termed *nosy*.

Men who are thoughtful are called *concerned*, while women of the same type are called *timid*.

When men talk together, it is called *convention*. But when women talk together, it is called *gossip*.

a. The terms *womanly*, *manly*, *feminine*, *masculine* depict each sex as being solely associated with particular attributes.

b. In the history of the English language, negative or sexually derogatory meanings accrue to words referring to women but not to equivalent words for man, such as: *mistress*, *hostess*, *madam*, *matron*, etc.

6. **Lexical gap:** In the English language, there is an absence or lack of words that refers to women's experience.

Example: Men are "*henpecked*" but women are not "*cockpecked*."

We refer to men's "*virility*" but there is no equivalent word for women's experience.

There is "*patronage*" but no "*matronage*."

7. **Hidden assumptions: Compare the following statements:**

Example: *Men can care for children just as well as women.* (acceptable)

Women can care for children just as well as men. (strange or bizarre)

The disparity in reactions to these two statements reflects the shared assumptions or internalized model of the world where women are locked in gender roles.

8. **Metaphors which reflect a male-centered view of the world or portray women as objects:**

Example: "*Seminal*," not "*germinal*" ideas

Phallogentric metaphors: we provide "*input*," we get the "*thrust*" of an argument, we "*penetrate*" a problem, we "*master*" material

Metaphors which refer to women as merchandise, something to be eaten: "*sugar*," "*honey*," "*dish*," "*cheesecake*" or as small animals as "*chick*," "*bunny*" (playboy bunnies)

IV. Some Suggested Gender-Sensitive Language^{xvi}

Current Usage	Alternative/Suggested Gender-Sensitive Usage
actress	actor
aged	older women, older men, older adults, senior

Current Usage	Alternative/Suggested Gender-Sensitive Usage
	citizens, elderly
anchorman	anchor, anchorperson
auditor ^{xvii}	auditor
authoress	author
aviatrix	aviator
bachelorette, bachelor girl, spinster, old maid	single woman, unmarried woman
bag ladies	homeless women
barren	infertile
bellman, bellboy	bellhop
blacks (North Americans)	African American women/girls, African American men/boys, African Americans
broken home	Single-parent family
brotherhood of man	humanity, the unity of people or of human kind, human solidarity
busboys	waiters' assistants
businessman	business executive, business manager, business owner, retailer, entrepreneur
cameraman	camera operator, photographer
career girls	career women
chairman	Chair, Chairperson
chambermaids	hotel workers
chick	girl, woman (depending on age)
chorus girls	chorus dancers
cleaning women, cleaning lady	cleaners
clergyman	member of the clergy, minister, rabbi, priest, pastor, etc.
coed	female college student
comedienne	comedian
commissioner	commissioner
congressman	congressional representative, member of congress, congress member, legislator
Connors and Miss Navratilova	Mr. Connors and Miss Navratilova
corporate husbands, corporate wives	corporate spouses
cowboys, cowgirls	ranch hands
craftsmen	artisans, craft artists, craftsperson
delivery boys	deliverers, delivery men
draftsmen	Drafters, designers, artists
dykes, gay women, female homosexuals	lesbians
domestic, maids	household workers
early men	early people, early men and women, early human beings
employed mothers	wage-earning mothers, mothers working out of home
effeminate	Delicate, feeble, soft, affected
executrix	executor
farmers and their wives	farmers and their spouses

Current Usage	Alternative/Suggested Gender-Sensitive Usage
fair sex, weaker sex	women
fathers (religious)	priests
female lawyer	lawyer
fireman	fire fighter, fire crew, fire brigade
fisherman	fisher, fisherfolk
fish wives	fish sellers
forefather	ancestor
foremen	supervisors
founding fathers	founders
gentleman's agreement	unwritten agreement
girl	adult female
girl athlete	athlete
girl Friday	administrative assistant
girl watching	street harassment
granny midwives	lay midwives, traditional midwives
handyman	repairer, maintenance worker
headmasters, headmistress	principals
heroic women	heroes
heroines	heroes
hostesses	hosts
hookers, whores	prostitutes, commercial sex workers
janitress	cleaners
ladies chattering	women talking, speaking, conversing
laundrywomen, washerwomen	launderers
lady doctor	doctor, physician
lady guard	guard, security guard
lawyers/doctors	lawyers/doctors
layman	layperson, non-specialist, non-professional, non-expert
layman's language	conversational, not technical -
lineman	line installer, line repairer
little woman, the better half	wife
longshoremen	longshore workers, stevedores
Lumbermen, lumberjack	lumber cutters, dockers
maid	household worker/helper, domestic worker
mailman, postman	mail carrier, letter carrier
male nurse	nurse
male chauvinist pig	Male chauvinism
male secretary	secretary
man	human being, human, person, individual
man a project	staff a project, hire personnel
man and wife	husband and wife
man-hours	work hours, labor time
mankind, men	human beings, humans, humankind, humanity, people, human race, human species, society, men and women
manhood	adulthood, maturity

Current Usage	Alternative/Suggested Gender-Sensitive Usage
man-made	manufactured, synthetic, artificial
manning	staffing, working, running
man on the street	average persons, ordinary person
manpower	human resources, staff, personnel, labor force
man-sized	big, huge
Martina and Connors	Navratilova and Connors, or Martina and Jimmy
masterful	domineering, very skillful
men and girls	men and women, boys and girls
men and ladies	men and women, ladies and gentlemen
middleman	intermediary, agent
mill girls	factory workers
minority women	ethnic women
motherhood, fatherhood	parenthood
newsman, newshen, mediaman	reporter, journalist
non-traditional or dominated occupations	female intensive occupations
old masters	classic art/artists
ombudsman	ombud
poetess	poet
policeman	police officer, law enforcement officer, constable
political husbands	political spouses, political wives
President Bush and Mrs. Arroyo	President Bush and President Macapagal-Arroyo
pressmen	press operators
proprietress	proprietor
repairmen	repairers
salesgirls	saleswomen
salesman	salesperson, sales representative, sales agent, sales woman
seaman	mariner, sailor, seafarer
seamstress	sewer, mender
secretary and her boss	secretary and his or her boss, secretaries and their bosses
servants, maids	domestic helpers, household helpers
spokesman	spokesperson, representative
sportsman	sports enthusiast, athlete
starlets	aspiring actors
statemanship	diplomacy
statesman	diplomat, political leader
stewardess, steward	flight/cabin attendant
stockman	stockworker
suffragette	suffragist
teacher and her students	teacher and his or her students, teachers and their students
traffic in women	sex tourism
to a man	everyone, unanimously, without exception
unmarried/unwed mother	single mother, solo parent
usherette	usher

Current Usage	Alternative/Suggested Gender-Sensitive Usage
waitress	waiter
watchman	guard, security guard
weatherman	weather reporter, weather-caster, meteorologist
whore	prostituted woman, sex worker
woman driver	driver
woman engineer	engineer
woman writer	writer
women libbers	feminists, liberationists
working men, workmen	workers, wage earners
working mothers	wage-earning mothers, mothers working outside home
working wives	wives working outside the home
workman's compensation	worker's compensation
young girls	teenage women

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ⁱ Revised Guidelines on Mainstreaming Gender and Development (GAD) and the Adoption and Institutionalization of the GAD Strategic Framework in the Commission on Audit (COA).

ⁱⁱ Civil Service Commission (CSC) Memorandum Circular No. 12 dated March 31, 2005.

ⁱⁱⁱ *Ibid.*

^{iv} Section 4 (b), Chapter II, Republic Act (RA) No. 9710, Magna Carta of Women (MCW).

^v <http://www.un.org/womenwatch/osagi/conceptsanddefinitions.htm>.

^{vi} Section 7.H, Rule II, Implementing Rules and Regulations (IRR), RA No. 9710, MCW.

^{vii} Section 7.F, Rule II, IRR, RA No. 9710, MCW.

^{viii} Section 7.J, Rule II, IRR, RA No. 9710, MCW.

^{ix} European Institute for Gender Equality (EIGE) Gender Equality Glossary and Thesaurus.

^x Gender Equality Guide, p. 35.

^{xi} *Ibid.*

^{xii} Thelma B. Kintanar. Gender-Fair Language A Primer. University Center For Women's Studies, University of the Philippines, Diliman, Quezon City. 2014.

^{xiii} Section 4 (a), Chapter II, RA No. 9710, MCW.

^{xiv} Adopted from CSC Resolution No. 050433 dated March 30, 2005.

^{xv} *Supra*, note xii.

^{xvi} *Ibid.*

^{xvii} Other terms applicable to COA included in the list under Item IV.