



LBP LEASING AND FINANCE CORPORATION

(A LANDBANK SUBSIDIARY)

OFFICE CIRCULAR No. OC-20-011

Date of Issue : 06 November 2020
Guidance to : ALL LLFC PERSONNEL
Subject : OBSERVANCE OF GENDER FAIR LANGUAGE

Policy Statement:

The Corporation undertakes to promote the use of non-sexist language and images in all official documents, communications and issuances to foster gender sensitivity in the bureaucracy. LLFC believes that language is a communication tool that articulates consciousness, reflects culture and affects socialization, hence, the need to transform traditional usage to a more liberating one.

Policy Guidelines:


Pursuant to Republic Act 7192 otherwise known as the “**ACT PROMOTING THE INTEGRATION OF WOMEN AS FULL AND EQUAL PARTNERS OF MEN IN DEVELOPMENT AND NATION BUILDING AND FOR OTHER PURPOSES**”, Republic Act 9710 otherwise known as the “**MAGNA CARTA OF WOMEN of 2009**” which guarantees the non-discriminatory and non-derogatory portrayal of women in all forms of media, communication, information dissemination, and advertising and **Civil Service Commission Memorandum Circular No. 12 series of 2005** which encourages the use of non-sexist language, LLFC hereby accepts the challenge of creating a system that will dismantle and discontinue the use of all sexist language and practices in its bureaucracy.

To provide further guidance in producing new IEC materials ensuring content, portrayal of women, balance in representation, gender stereotyping, gender-neutral language, and social media etiquette, LLFC adopts the use of Gender-Fair Media Guidebook.

Attached is CSC Memorandum Circular No. 12 series of 2005 and the Gender-Fair Media Guidebook self-assessment tool for reference.

This Office Circular takes effect upon its issuance.

For strict implementation.


EDWARD JOHN T. REYES
OIC-President and CEO



Republic of the Philippines
Civil Service Commission
 Constitution Hills, Batasang Pambansa Complex, Diliman 1126 Quezon City

100 Years of Service;
 Civil Service at Its Best,
Mamamayan Muna

Use of Non-sexist Language
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RESOLUTION NO. 050433

WHEREAS, Section (2), Article IX-B of the 1987 Constitution provides that the Civil Service embraces all branches, subdivisions, instrumentalities and agencies of the Government, including government-owned or controlled corporations with original charters;

WHEREAS, Section 12 (3), Chapter 3, Title I (A), Book V of the Administrative Code of 1987 provides that the Commission shall promulgate policies, standards and guidelines for the Civil Service and adopt plans and programs to promote economical, efficient and effective personnel administration in the government;

WHEREAS, the government has been exerting effort to integrate women's concerns in its plans and programs over the years;

WHEREAS, the Commission recognizes that since language articulates consciousness, reflects culture, and affects socialization, it is a very important tool in communication, and as such, it is important to transform language from traditional usage to a more liberating one, that which is gender-sensitive;

WHEREAS, requiring the use of non-sexist language in common day-to-day activities, such as preparing letters, memoranda, and other issuances, will encourage government employees and officials to make a conscious effort to avoid implicit and explicit discriminatory language against women or men, thereby helping promote gender-sensitivity in the bureaucracy;

NOW, THEREFORE, the Commission resolves to encourage all government officials and employees to use non-sexist language in all official documents, communications, and issuances.

Quezon City, MAR 30 2005

KARINA CONSTANTINO-DAVID
 Chair

J. WALDEMAR V. VALMORES
 Commissioner

CESAR D. BUENAFLOR
 Commissioner

Attested by:

REBECCA A. FERNANDEZ
 Director IV

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March 31, 2005

KARINA CONSTANTINO-DAVID
Chair

Please be guided accordingly.

Attached are some suggestions on how to use non-sexist language.

Since government employees and officials encounter gender issues everyday, the use of non-sexist language in preparing letters, memoranda, and other issuances, will encourage them to make a conscious effort to avoid implicit and explicit discriminatory language against women or men. This, in turn, will help promote gender-sensitivity in the bureaucracy.

Language is a very essential tool in communication. It articulates consciousness, reflects culture, and affects socialization. Hence, the need to recognize the importance of transforming language from traditional usage to a more liberating one, that which is gender-sensitive.

In line with the government's efforts to integrate women's concerns in its plans and programs through the years, the Civil Service Commission continuously undertakes gender mainstreaming activities, taking extra efforts in promoting gender-sensitivity in the bureaucracy. Beginning June 2000, gender and development (GAD) perspectives have been integrated in the conduct of civil service examinations partly through the use of non-sexist language in the test items. This has led to the Commission's active campaign on the use of gender-fair language.

Pursuant to CSC Resolution No. 050433 dated March 30, 2005, government officials and employees are encouraged to use non-sexist language in all official documents, communications, and issuances.

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS, OFFICES, AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; STATE UNIVERSITIES AND COLLEGES; GOVERNMENT-OWNED OR-CONTROLLED CORPORATIONS WITH ORIGINAL CHARTER

SUBJECT : Use Of Non-Sexist Language In All Official Documents, Communications, And Issuances

MEMORANDUM CIRCULAR

MC No. 12, s. 2005



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

SOME SUGGESTIONS ON HOW TO USE NON-SEXIST LANGUAGE

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.
 SUGGESTED: 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 TEXTS 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.

ms

CHECKLIST FOR ADVERTISING CONTENT AND COMMUNICATION MATERIALS

INDICATORS

A. Content

	YES	NO	N/A
1. Does it emphasize the story, rather than the sex or gender identity of the subject?			
2. Does it tackle underlying gender issues?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Does it promote women's empowerment?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Does it consider or respect women's rights?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B. Portrayal

1. Does it portray women and men with dignity, not as sexual objects, or objects of ridicule?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Does it have an empowering angle?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Does it refrain from promoting pornography, sexual harassment or gender-based violence?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Are roles of women and men presented as equally valuable and powerful?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C. Balance in Representation

1. Are there equal numbers of women and men presented primary characters?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Are there equal numbers of women and men as speaking characters?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Are female and male characters treated in a parallel manner?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Stereotyping

1. Does the story present an image of women and men as multifaceted individuals instead of stereotypical?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Does it avoid associating women and men with certain products or service categories?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Does it challenge stereotypical and rigid gender roles of women and men at home and at work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Does it present women as significant contributors across different endeavors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Does it present an inclusive image of the family?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



INDICATORS

E. Gender-Fair Language

	YES	NO	N/A
1. Does it avoid using language that renders women invisible (e.g. generic male pronoun, generic "man," terms that end in "man")?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Does it avoid using language that trivializes women or diminishes their stature (e.g. feminine suffixes or sex-linked modifiers)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Does it avoid using gendered words with negative connotations?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Does it cite names in parallelism?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Does it address people in a gender-neutral manner?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

F. Social Media Etiquette

1. Does it avoid providing information that can lead to the subjects' personal social media accounts?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Does it avoid promoting stories of abuse?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Does it report an incident objectively instead of sensationalizing it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Does it refrain from publishing links to derogatory or discriminatory content?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Were permissions asked prior to posting of photos, videos or other material?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

