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**INCLUSIVE  
LANGUAGE GUIDE OF  
ALDESA  
CONSTRUCCIONES, S. A.**





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## Introduction

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ALDESA CONSTRUCCIONES, S. A. continues to make efforts in favor of effective equality between women and men in order to contribute to the eradication of discrimination based on sex. The Inclusive Language Guide of the ALDESA CONSTRUCCIONES, S. A. is born, therefore, with the objective of offering, especially to all the people who make up its staff, those linguistic resources that facilitate the use of a more inclusive language, and with the aspiration of becoming an instrument in favor of effective equality.

## Why is an Inclusive Language Guide **necessary**?

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While the use of language may seem a secondary issue compared to the rest of the efforts and actions that ALDESA CONSTRUCCIONES, S. A. carries out in favor of equality inside and outside the company, it is the Organic Law 3/2007, of March 22, for the Effective Equality of Women and Men in Spain, which gives it fundamental importance. In fact, throughout its articles, the law itself refers to the need to use inclusive and non-sexist language.

In this context, the organization, aware that the language and images used in its corporate communications determine the image it projects to its stakeholders and to society in general, advocates for a corporate communication that contributes to:

- Show an image consistent with the commitment to equal opportunities without distinction of sex.

- Make visible the presence and participation of women in the organization.

- Raise awareness of equality both within the company and externally.

- Promote reflection by serving as a model of verbal and written expression.

- Contribute to the development of society as part of its aspirations linked to social action and corporate social responsibility.



## Concepts: Sexist Language vs. Inclusive Language

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**Sexist language** refers to a communication code that makes women invisible and can lead to their undervaluation or ridicule. It occurs mainly through the use of the masculine as a generic form and because it offers a stereotyped image of women.

**Inclusive language** constitutes a communication code that takes into account reality as it is, sexed. It enables women and men to name the world from their gender and to be named taking into

account the sex to which they belong, without subordination or invisibilization of either sex. Or, as far as images are concerned, that they reflect a balanced presence of women and men away from gender stereotypes.

## Resources for the Non-Sexist Use of Language

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Knowledge of the most common forms of sexism in language makes it easier for us to detect them and, therefore, to find possible solutions to them, so that inclusive language is easily incorporated into corporate management and communication.



## ABUSE OF GENERIC MASCULINE

Instead of...	... we can use...	... and say...
<b>The workers of...</b>	Generic.	The staff / The personnel of...
<b>Employees on leave of absence.</b>		The personnel on leave of absence.
<b>The bosses.</b>	Abstractions or periphrases.	The management / Those responsible for decision-making / Those who make decisions.
<b>The coordinators.</b>	Metonymic constructions.	The coordination.
<b>The Director of the company.</b>		The Management of the company.
<b>All workers can apply.</b>	Explanatory appositions.	All workers, <b>both women and men</b> , can apply.
<b>The objective is to provide the managers with adequate training for their position.</b>		The objective is to provide the managers, <b>of both sexes</b> , with adequate training for their position.
<b>Professionals with experience can apply for the position.</b>	Omission of determiners.	Professionals with experience can apply for the position.
<b>Surveys of the attendees.</b>		Surveys of attendees.
<b>All members of the Equality Group.</b>	Use determiners without gender.	Each member of the Equality Group.
<b>Those responsible for the project...</b>		Each person responsible for the project...
<b>The judge will decide.</b>	Use 'se' (impersonal)	The decision will be made judicially.
<b>To continue the process, the person involved will send the application.</b>		To continue the process, the application will be sent.



Instead of...	... we can use...	... and say...
<b>The workers can participate in the development of the strategic plan.</b>	Personal forms of verbs.	You can participate in the development of the strategic plan. You (formal) can participate...
<b>The employee will be responsible for their own safety.</b>		We will have to... You will have to be responsible for your own safety. You (formal) will have to... They will have to.
<b>The workers and their relatives attended the celebration.</b>	Avoid false generic masculines.	The personnel and their relatives attended the celebration.
<b>It is the responsibility of both.</b>		It is the responsibility of both. It is the responsibility of one and the other.
<b>If the worker works properly, they will achieve greater profitability.</b>	Impersonal forms of verbs.	By working properly, greater profitability will be achieved.
<b>To achieve more effective team management, the coordinator will use tools such as assertiveness.</b>		Using tools such as assertiveness, more effective team management can be achieved.
<b>The subsidies granted to those who create a company.</b>	Relative pronouns without gender	The subsidies granted to those who create a company.
<b>Whoever arrives first should turn off the alarm.</b>		Whoever arrives first.

## DOUBLE FORMS

Double forms (mentioning both the masculine and the feminine) are beginning to be used on a daily basis. However, their use should be limited in order not to slow down the speech too much. Therefore, it is preferable to use one of the resources listed in the previous table. On the other hand, the use of the feminine and masculine forms should be alternated, to avoid always starting with the latter.

- The company's workers > The company's female and male workers.
- The engineers who wish to participate > The male and female engineers who wish to participate.
- The users of the rooms > The female and male users of the rooms.



## FORMS OF ADDRESS

The asymmetric designation of women and men in the political, social, and cultural field is a constant due to the traditional link of women to the private and domestic sphere. The use of egalitarian forms of address contributes directly to raising awareness and promoting equality and inclusive language. Some of the most frequent situations are:

- **Name and surname:** it often happens that, when it comes to a man, only the surname is used, while, when it comes to a woman, the first name preceded by some form of address (Mrs. or Miss) or the first name and surname is usually used. In these situations, the most advisable is:
  - Symmetric treatment for both sexes, using Mr./Ms., Ms./Mr., according to the degree of formality of the text.

- Avoid the treatment of "Miss" since it refers to the marital status of the person, without there being a parallel, either in use or in meaning, with the treatment of "young gentleman".

• **Formulas of treatment in the masculine:** in administrative language, it is common to find documents or forms written in the masculine, with the idea of being open and referring to women and men. In these cases you can avoid:

- Establishing headings such as "name and surname" or "signed".
- Indicating the double form: Mr. / Mrs. and vice versa, Mrs. / Mr.

## PROFESSIONS AND POSITIONS

The progressive incorporation of women into the labor market has led to the creation of the feminine forms of many trades or professions for which only the masculine form existed. In this regard, the Order of March 22, 1995 (BOE 28/03/95) of the Ministry of Education of Spain urges to reflect the sex of those who obtain them in the official academic titles.

held by a woman, whenever possible following the morphological mechanisms for its formation and use. In cases where this is not possible, or the group includes women and men, the aforementioned resources will be used: double forms, generic or indeterminate words.

In this line and, as a general rule, the use of the feminine gender will be preferred when a position, a profession or an activity is

Masculine designation	Recommended alternatives
<b>Administrator</b>	Administrator (feminine) Administration Administrative staff/Responsible for Administration
<b>Janitor</b>	The janitor (feminine) Janitorial services Janitorial staff/Responsible for Janitorial services
<b>Engineer</b>	Engineer (feminine)





## Images

Through images, colors, website design, or presence on social media, an organization communicates and transmits specific messages and values. The combination of both elements (written communication and image supports) will be coherent with ALDESA CONSTRUCCIONES, S. A.'s commitment to promoting effective equality between women and men. Therefore, whenever possible, the images will contribute to:

- Visualizing women, avoiding the use of the masculine figure as generic.
- Avoiding the use of stereotyped images of women and men.
- Adequately visualizing women and men without falling into stereotypes of family roles, social roles, use of public and private spaces, types of activities or actions carried out.

## Linguistic resources not recommended:

- **Slashes or hyphens:** their use is allowed as a last resort in documents with little space: engineers/engineers, employees/employees.
- **The at sign:** it should not be used. It is a linguistic symbol and only apparently solves the problem, since it does not exist in spoken language.

- **The x: it should not be used.** Its visualization is confusing and it has no reading.

In this way, other alternatives must be chosen and some of the resources mentioned above in this guide must be used.

## Quick reference guide

The tables provide a quick reference guide with recommendations regarding the use of the feminine, masculine, generic grammatical gender and/or certain expressions.

Instead of...	...it is better to refer to...
<b>College of Engineers</b>	Professional College of Engineering
<b>University graduates</b>	With higher education
<b>Candidates for</b>	Candidacies for

Instead of...	...it is better to refer to...
<b>The applicants</b>	Applicant persons
<b>Being obliged to</b>	With obligation to
<b>The interested</b>	Interested person
<b>Grateful for</b>	With gratitude
<b>The undersigned</b>	The person who signs
<b>The bidders</b>	The person who bids
<b>The applicant</b>	The person who applies



# Principles of inclusive corporate communication

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In general, the corporate communication of ALDESA CONSTRUCCIONES, S. A. will take into account these principles:

1. Avoid the use of the generic masculine.
2. Personalize the message when the recipient is known.
3. Refer to the position or profession instead of the person.
4. Limit the use of double forms and slashes (a/o).
5. Alternate the naming of women and men and change the order of precedence.
6. Talk about the company, the site... instead of using "us", "everyone"...
7. Modify the sentence synthesis when the subject is a generic masculine. Use "you", "you" instead of "you all".
8. Refer to "women" not "the woman". It must be taken into account that there is not a single woman, nor a single model of woman.
9. Represent women and men in a balanced way in the images.
10. Include images that help break gender stereotypes.
11. Name women and men in training activities and presentations from the preparation of the same.
12. Be aware of the value and transformative capacity of language.

## Bibliography

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- Practical Guide to Inclusive Communication. Service Advice for Equality Plans and Measures in the Companies of the Institute for Women and Equality
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