

Guideline for gender and diversity sensitive language and usage of pictures – for students, lecturers and employees of the UAS BFI Vienna

Strategic foundation

The usage of gender and diversity sensitive language and pictures is anchored in the plan for the promotion of women and equality of the UAS BFI Vienna and applies to all areas of the UAS BFI Vienna. In particular, the plan regulates the gender and diversity sensitive usage of language in all course materials (e.g. scripts and slides) and all written works (e.g. home assignments and theses).

For students, internal and external lecturers as well as employees, this guideline serves as a basis and assistance, especially for the gender and diversity sensitive usage of language and pictures in written documents.

Guiding principles

The gender and diversity sensitive usage of language and pictures aims to ...

1. weaken typical gender roles and stereotypes and counteract social norms
2. increase the visibility of gender diversity.
3. contribute to the inclusion of all groups of persons in all areas of the university and emphasise the equality of all human beings regardless of their gender identities.
4. foster a gender and diversity sensitive work atmosphere and contribute to raising awareness and developing the gender and diversity competences of employees, lecturers and students.

Forms of presentation of gender and diversity sensitive language and its application at the UAS BFI Vienna

For the conscious usage of language, numerous possible forms of presentation are available. The UAS BFI Vienna follows this approach:

1. **Employees in all areas of the university have to consistently use the form of the colon (e.g. Student:in) when writing documents, certificates, applications, etc.** Based on the values and goals of the UAS BFI Vienna, a general clause such as “The following text is referring to both men and women, but with regard to the readability of the text only the male form is used.” will NOT be accepted. It goes without saying that this principle also applies to all course materials by external lecturers and all students works (please see below).
2. All course materials by **external lecturers** and all **written works by students** such as home assignments, presentations, theses, etc. also have to be gendered. In these cases, it is possible to choose between **three different forms of presentations** (please see below). It is noted that the chosen form of presentation needs to be used consistently in the given document.

Guideline gender sensitive language and pictures.

Overview of possible forms of presentation for written works by students and course materials by external lecturers

Form of speech	Noun singular	Noun plural	Personal pronouns	Possessive pronouns	Interrogative pronouns
*-Form (Gender-star)	Student*in	Student*innen	sie*er	ihre*seine	welche*r
Colon-form	Student:in	Student:innen	sie:er	ihre:seine	welche:r
Static underscore (Gender-gap)	Student_in	Student_innen	sie_er	ihre_seine	welche_r

For the usage and application, the following applies:

- As an alternative to making all genders visible, forms which do not offer any information regarding the gender of a person can be chosen (e.g. “Studierende”, “Lehrende”, “Führungskraft”).
- Technical terms also need to be gendered (e.g. “Lieferant:innen”, “Kreditgeber:innen”, “Gläubiger:innen”, “Schuldner:innen”).
- The same applies to English words that are used in the German language (e.g. “Manager:innen”, “User:innen”, “Stakeholder:innen”).
- In the case of compound nouns, the first noun is gendered (e.g. “Mitarbeiter:innenbefragungen”, “Arbeitgeber:innenmarke”).
- Titles and job titles are used as follows: Mag.^a, Dr.ⁱⁿ, DIⁱⁿ, GFⁱⁿ. Bachelor and Master are not gendered.
- The English language looks for gender-neutral alternatives – for male as well as for female terms. The term “policeman” is replaced by the gender-neutral “police officer”, “air hostess” is replaced by the gender-neutral “flight attendant” and “chairwoman/chairman” by the gender-neutral “chairperson”.
- In spoken language, the following rule applies to make gender diversity visible and hearable: “Kolleg:innen”, “Teilnehmer:innen” (It is important to briefly pause before the colon.)

Gender and diversity sensitive usage of pictures

If pictures with persons are used, special attention needs to be paid to ensure that the pictures are equal and balanced in terms of gender. It is noted that other dimensions of diversity also need to be considered. When it comes to the selection and usage of pictures, it is important that the persons portrayed are not shown in stereotypical roles (e.g. men and technology, women and family) in order to meet the requirements of the UAS BFI Vienna to support societal developments in the field of gender equality. This applies to figures of speech as well as to pictures.