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Attitudes towards Gender-inclusive Language. A Multinational Perspective

Queen Mary University, London, 9th September 2022

Linguists in the media sphere:
The role of the public media in the implementation of inclusive language policies in French-speaking Switzerland
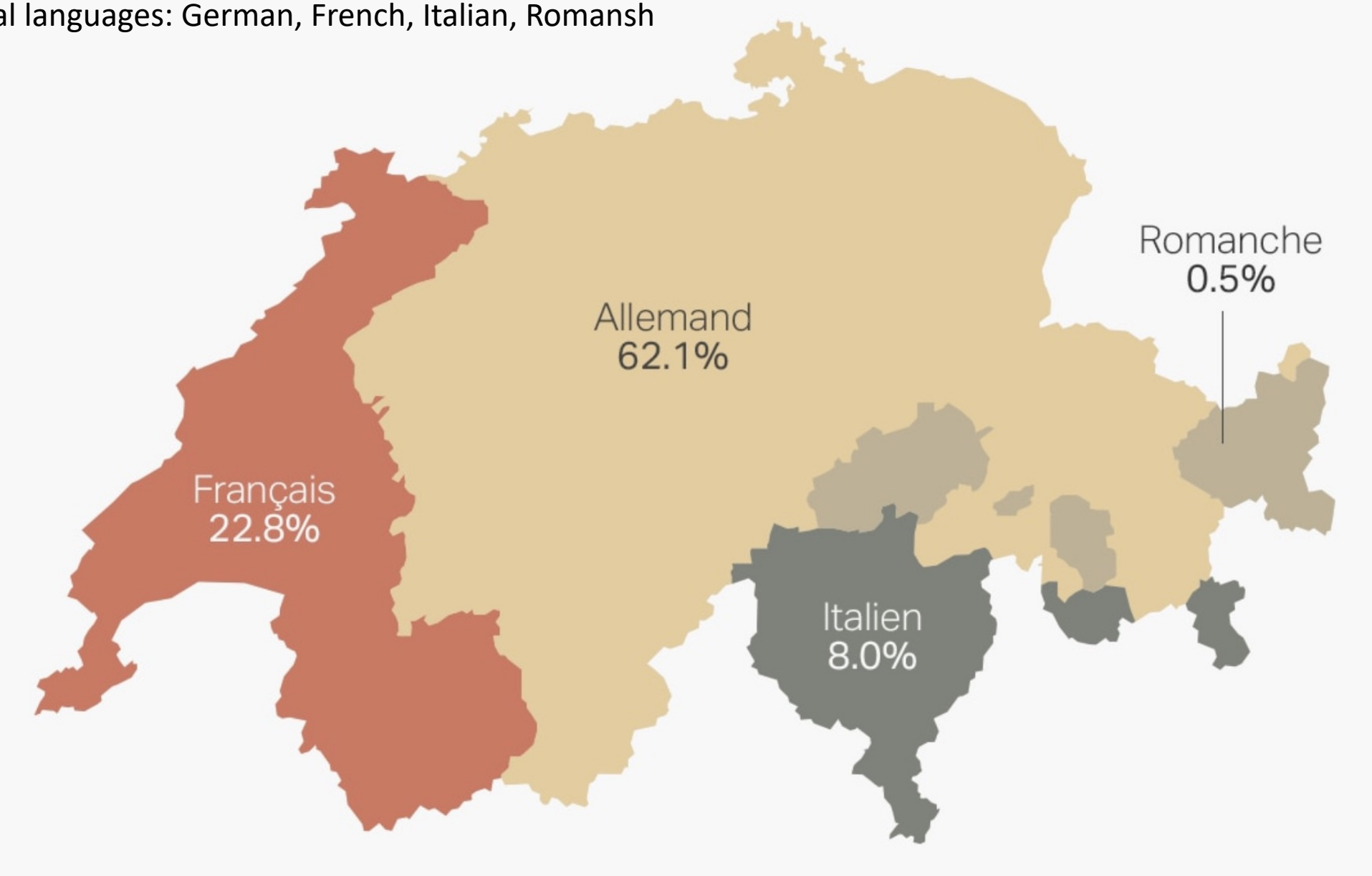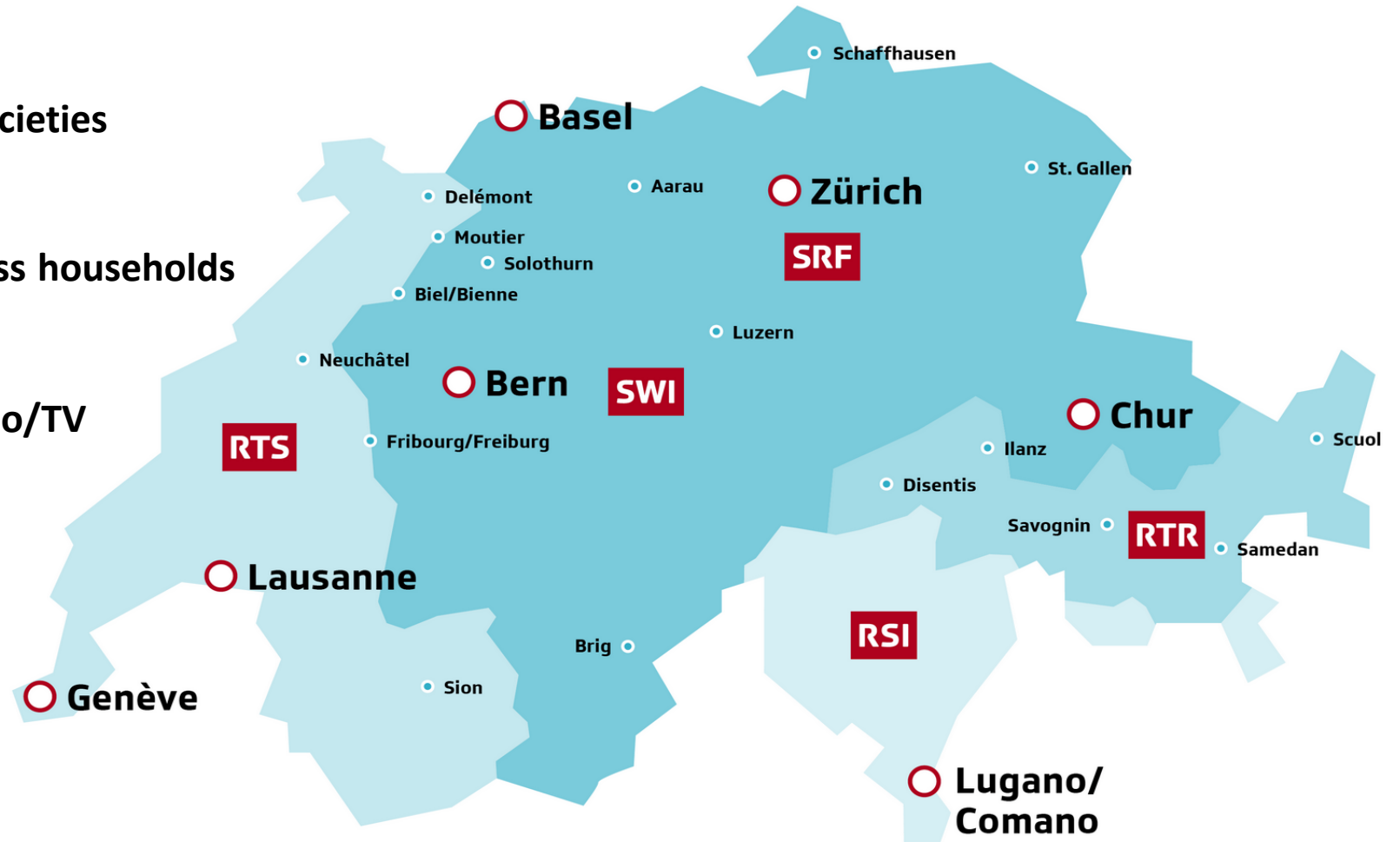
00:00 ‒20:10

Four national languages: German, French, Italian, Romansh

Swiss society for radio and television broadcast (RTS, SRF, SWI, RSI).

- Swiss public service since 1931

- National holding with four regional societies

- Financial ressources:
- 77% with licence fees paid by all Swiss households with reception equipment;
  23% with advertisement
  6% with sale of programs to other radio/TV

How do (public) media communicate about inclusive language in the french speaking part of Switzerland

Informing

Rising the debate

Taking position

11 min.

Le langage épicène, un pas vers l'égalité femme-homme?

On en parle
Le 12 février 2016 à 08:38

FORUM   Écriture inclusive   Nuisible ou nécessaire ?

Mise au point
2021

RTS

non

Bonsoir à tous
et bienvenue.

Informing about inclusive langage

Démasculiniser la langue grâce au langage épicène: interview de Pascal Gygax

Forum
Le 19 juin 2019 à 18:02

Le Nouvelliste

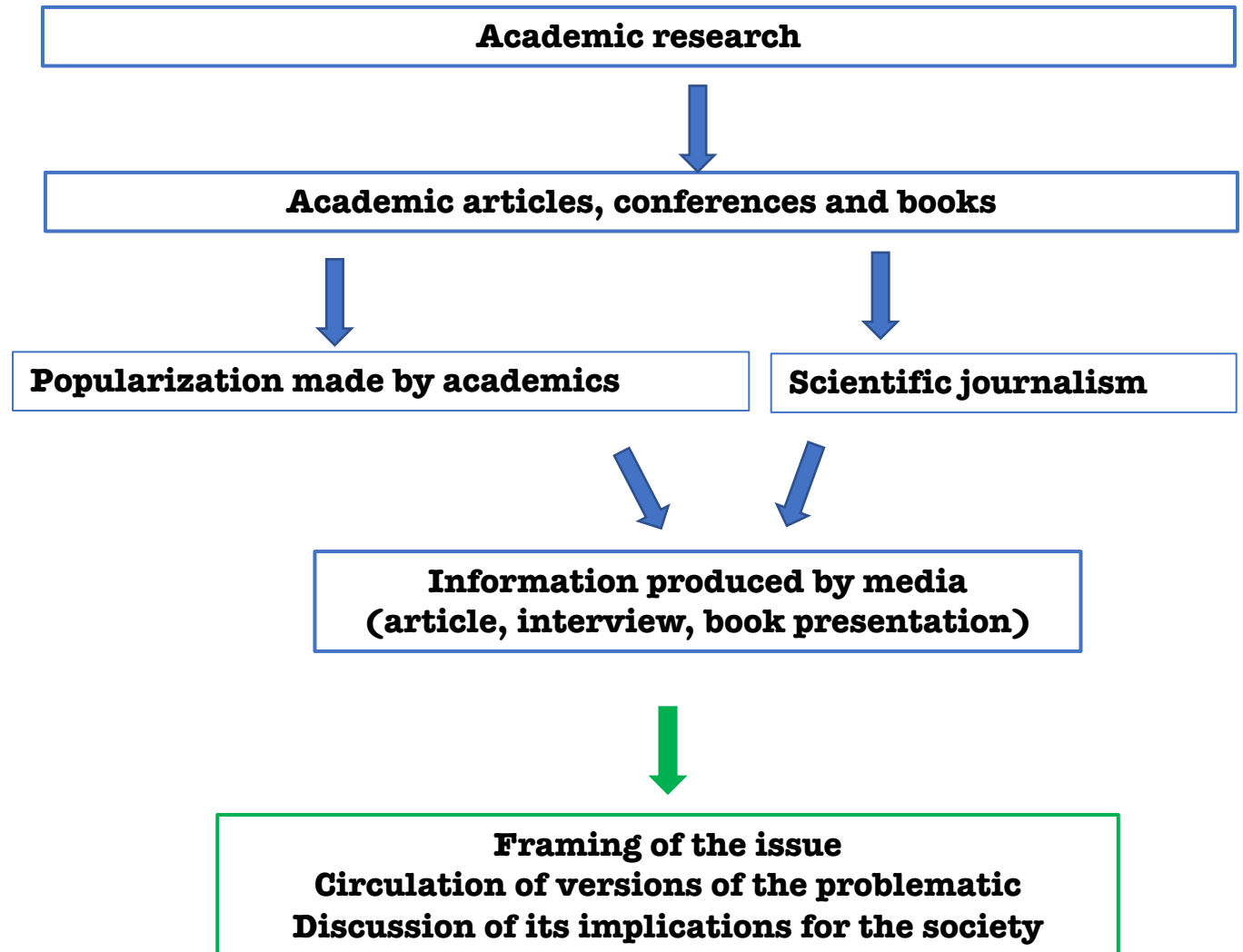«Il faudrait reféminiser la langue», selon le psycholinguiste Pascal Gygax

ÉGALITÉ Coauteur d'un récent livre sur le sujet, le psycholinguiste Pascal Gygax plaide pour un français inclusif.

PAR SEVAN PEARSON 🕐 10.06.2021, 00:01   ACTUALISÉ LE 10.06.2021 À 06:52

LE COURRIER
L'essentiel, autrement

«Le français est équipé pour l'égalité»

Autrice, spécialiste de littérature et militante féministe, Eliane Viennot revient sur les attaques masculinistes

Academic research

↓

Academic articles, conferences and books

↓   ↓

Popularization made by academics   **Scientific journalism**

↓   ↓

Information produced by media
(article, interview, book presentation)

↓

Framing of the issue
Circulation of versions of the problematic
Discussion of its implications for the society

Relaying / building the debate on inclusive language

Quinze minutes - Le langage épicène pour une meilleure égalité des genres?

Quinze minutes
Le 25 mai 2019 à 12:40

FORUM

Le langage épicène en politique: débat entre Nathalie Eberle et Camille Lothe
6 min. - le 7 juillet 2019

Info

« Epicene language in politics: debate between Nathalie Eberle and Camille Lothe »

« Epicene language for better gender equality? »

SCIENCE&VIE

L'écriture inclusive est-elle un frein aux apprentissages ?

« Is inclusive writing an obstacle to learning?»

François Jolivet: «L'écriture inclusive est contre-intuitive, illisible et excluante»

Par **Alice Develey**
Publié le 08/04/2021 à 07:00, mis à jour le 12/04/2021 à 16:46

« François Jolivet: Inclusive writing is counterintuitive, illegible and exclusionary»

Claude Hagège : « Ce n'est pas la langue qui est sexiste, mais les comportements sociaux »

Le linguiste, professeur honoraire au Collège de France, prend position, dans une tribune au « Monde », sur l'écriture inclusive.

Publié le 26 décembre 2017 à 06h44 - Mis à jour le 26 décembre 2017 à 16h26 | Lecture 5 min.

« Claude Hagère: It is not language which is sexist but social behaviors»

Taking position on the debate of inclusive language

RTS Inclusive Language Guide (version 8 september 2020)

Language has the power to make exist what it says. The public service media have the power to "make exist" a certain number of realities *in the eyes and ears of a whole region. This power comes with a great responsibility: to "make exist" an egalitarian society, which does not discriminate against anyone, and does not reinforce obsolete stereotypes [...]*

RTS has the duty to be a locomotive in the use of this epicene and inclusive language. *[...]*

Until the 17th century, French was rich in apprenticeships, teachers, philosophers, painters and authors. [But the grammarians of the time undertook to "masculinize" the language. [...]

IN CONCLUSION
Society is evolving and so is language. Today, equality between women and men must be reflected in language. But the notion of inclusiveness is broader: the diversity of skin colors, religions of skin color, religion, disability, family structure and gender identity must also be considered must also be considered. Words and images are the raw material of our activity. Our responsibility is therefore to to keep an open mind in order to show society as it is.

Taking position on the debate of inclusive language:
Video tutorial on the website of RTS, section « corporate communication (10.02. 2021)

Communication d'entreprise

L'écriture épicène et inclusive à la RTS

10.02.2021, 05:55 · Vidéo, 4 min

Vers la vidéo

Good evening Madame, good evening mademoiselle, good evening Monsieur

Good evening and welcome

Madame Monsieur good evening and welcome

Good evening to eveyone (à tous) and welcome

When the public media service is in the media

Informing

Rising the debate

Taking position

Égalité entre les sexes

La presse romande passe à l'action avec le langage inclusif

La RTS est l'un des premiers médias en Suisse romande à adopter officiellement le langage épicène, qui a pour but d'éviter toute discrimination sexiste. D'autres, tel que «Le Courrier», songent à franchir le pas.

FORUM Écriture inclusive Nuisible ou nécessaire ?

« The inclusive writing harmful or necessary »

LE TEMPS

FÉMINISME

Le langage épicène met le feu à la RTS

L'entreprise de service public adopte officiellement le langage inclusif et épicène à l'antenne. Une révolution due à la capacité de persuasion d'un mystérieux collectif qui dicte le ton en coulisses, profitant d'une institution déstabilisée par l'affaire de harcèlement. A l'interne, la contestation couve

LE TEMPS

« Epicene language sets fire to RTS: the public service company officially adopts inclusive language on air. A revolution due to the persuasiveness of a mysterious collective that dictates the tone behind the scenes

[...]

A journalist from RTS said: "We are a public service and we do not have to assume a doctrine. To claim epicene language is to associate oneself with a militant approach, which does not have to be displayed on the air. It is very difficult to have an internal debate with the supporters of this ideology because the indoctrinated people do not hear the others. A fortiori the management gives them reason. [...] »

« The inclusive writing: harmful or necessary ? »

Forum, RTS daily Radio programm, 1ᵉʳ mars 2021

Animator: Good evening to all (*toutes et tous*) here is a beautiful introduction written according to the rules of inclusive writing which would not have been the case if I had been satisfied with a simple good evening to all (*tous*) so you'll tell me that it's not much of a revo- there's not much of a revolution there- and yet inclusive writing remains an ultra-sensitive subject, including politically, as we have seen recently with a series of texts submitted in Geneva and France requesting that this type of writing be prohibited in administrative documents. we'll discuss this with our guests Saskia von Fliedner lawyer member of the Greens Muriel Imbach director co-president of the association of vaud companies François Grin professor of economics of languages at the university of geneva and Murat a Alder lawyer and member of the geneva plr good evening

« The inclusive writing: harmful or necessary ? »

Forum, RTS daily Radio programm, 1er mars 2021

Linguist: it's not true because unfortunately it's a complete legend the studies were made that is to say that we know now the thing is established the scientific references are there there there are still very recent ones there on it uh the agreement of proximity was as present as the agreement in a gender that we'll say unmarked that corresponds with the masculine this agreement of proximity was also frequent until the middle of the fourteenth century since the fifteenth century and xxx **it's totally clear the agreement is made with something that is a form that resembles the masculine even if at the base it's the heir of the Latin neuter so it's a I'm sorry to say it's a legend that circulates like that that spreads that is renewed we repeat and repeat we repeat we repeat we repeat the same thing while that statistically the figures are there it's just not the case so I don't think there was a masculinization of the language what happened is that in French which is the heir of Latin we granted certain things the neuter if you want which came from Latin faded little by little and melted into another gender which unfortunately is the masculine**

Reconstruction of the arguments

I.
We must fight against gender discrimination

and

Inclusive language is a way to fight against these discriminations

---

So we must adopt inclusive language

II.
We must fight against discrimination

and

Inclusive language increases discrimination in the process of learning to read

---

So don't adopt inclusive language across the board

III.
The constitution guarantees equality
Non-inclusive language does not fulfill this guarantee

Therefore, inclusive language must be adopted

IV.
The constitution guarantees equality
Inclusive language does not help fulfill this guarantee

So other options must be considered

Reconstruction of the arguments

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We must fight against gender discrimination

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The constitution guarantees equality

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So other options must be considered

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