



GENDER INCLUSIVE COMMUNICATION IN CUSTOMS AUTHORITIES OF THE REPUBLIC UZBEKISTAN

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ABOUT ARTICLE

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Abstract: This article is dedicated to the problem of gender neutralization of the language of business communication. It also gives examples of gender-inclusive vocabulary. Various options for the application of this vocabulary in the language of business communication are analyzed based on the rules and guidelines issued by the European Parliament, the United Nations, as well as the governments of Great Britain and Canada.

INTRODUCTION

In public institutions, speech and communication in all contexts must be gender inclusive. The institution must produce communication materials that meet the criteria of inclusion, diversity and balance.

Gender-inclusive speech and communication - linguistic and visual materials that present women and men as equal subjects and that take into account contextual factors and the different manifestations of people's gender identities and do not convey gender stereotypes;

- using language and communication practices that respect and include all people, regardless of their gender identity or expression. This approach aims to create a more equal and inclusive society where everyone can feel recognized and respected;

- language and visual materials that take into account contextual factors and people's different gender identities and do not convey gender stereotypes. This approach to speech and communication means avoiding words or images that can be interpreted as prejudicial, discriminatory or demeaning because they imply that a particular sex or social gender is the norm.

Gender-sensitive communication and gender-inclusive speech is not just a matter of political correctness. Speech and images persuasively convey and strongly influence attitudes, behaviors and perceptions, shaping people's reality. Gender-inclusive communication can help weaken gender stereotypes, stimulate social shifts and contribute to the achievement of gender equality and the implementation of measures to realize the Strategy for Achieving Gender Equality in the Republic of Uzbekistan until 2030.

Gender-sensitive communication is a must-have skill for all development professionals. Whether we are writing reports or emails, addressing a crowd or interacting with people, we need to be aware of the ways in which language can either reinforce or suppress gender inequalities. Why use gender-sensitive language?

Facilitate the perception of important differences between the needs of women and men;

elicit people's unconscious assumptions about gender roles in society;

lay the groundwork for greater gender equality throughout society;

raise awareness of how language affects our behavior;

make it easier for people to express themselves and behave in ways not previously considered "typical" for their gender.

Gender-inclusive communication follows its principles. Guided by these principles, customs officers carry out gender-inclusive communication in their official activities, when communicating with colleagues, during speeches, in dialogue with people crossing the border, as well as with entrepreneurs.

Let's take a closer look at these principles:

Principle 1. Demonstrate equal rights and opportunities for men and women.

When talking about gender equality, we must consider:

- differences in the status of women and men;
- gender discrimination in law and practice;
- gender roles and gender stereotypes;
- expand the capabilities of women.

Principle 2. Guaranteeing equitable representation of men and women.

Equal representation of women and men is not enough. We must ensure fair representation. Fair visibility means that we allow men and women to be on equal footing and that we actively try to challenge gender stereotypes and expected gender roles.

A story or photograph with an equal number of women and men, with men in leadership roles and women in supporting roles, may be considered equal visibility, but cannot be considered fair visibility.

Principle 3. Women's worthy contribution

We are used to thinking that male-dominated activities have more value than those involving women. Unless our work and our communication efforts challenge these long-held perceptions of the value we attach to different types of work done primarily by men or women, we will not be able to reduce gender inequality in the long run.

Principle 4. Avoiding gender stereotypes.

Avoid presenting certain occupations or roles as more suitable for one gender. Stereotypes should be avoided, even if they seem positive:

- women are more caring and therefore better able to build peace;
- women are more honest and less corrupt;
- men are more competitive and women are more cooperative;
- men are better strategists because they are less emotional.

Occupations have no gender. Women can do jobs traditionally associated with men just as men can do jobs traditionally associated with women. The division of labor between women and men does not match their innate abilities or preferences.

Principle 5. Using gender-inclusive language

Gender roles and stereotypes associated with women and men may vary depending on other aspects of identity, such as:

- Socio-economic status and income;
- Political and religious affiliation;
- race and ethnicity;
- age and education;
- gender identity and sexual orientation;
- disability.

Advises on gender-inclusive language:

1. Do not use language that restricts any gender
2. Do not use language that excludes women
3. Avoid job titles that perpetuate stereotypes

Use “man” and “woman”, “boy” and “girl”, even if you need an adjective.

wrong	on
most young wine	the youngest woman to become a winemaker.
farmers	farmer woman
male labor participation rate	employment rate male

Don’t use common terms of gender

wrong	straight to
the fatherland	Homeland
mother tongue	native language
brotherhood	fellowship
maternal, paternal	parental
maternally	loving, caring

Occupations and positions gender inclusive should be

wrong	on
Actor, actress	entertainer, Actor
cleaning lady	cleaning staff
medical officer	nurse practitioner

Principle 6. Avoiding victimization

Use gender stereotypes and the perception that women are particularly vulnerable to being victimized as:

- victims of sexual and domestic violence
- unable to escape poverty
- voiceless and powerless

Do not exclude people’s ability and willingness to find solutions to improve their lives.

Avoid the specific ways in which women are usually portrayed: Even if they are struggling, give them credit for how they cope with the challenges they face and emphasize that you are repelled by their efforts. as victims of sexual and domestic violence, as mothers sacrificing for their children, as individuals unable to escape poverty as defenseless and helpless, as passive privileged citizens.

Principle 7. Avoiding guardianship

Be aware of differences in cultural background and socioeconomic status that can lead to patronizing remarks.

Avoid the particular ways in which women are usually patronized:

- women need to be made aware of their rights;
- women need to build self-esteem;
- women should be interested in participating in public life.

Principle 8. Use facts, not judgments

When it comes to discussing gender equality, our perspectives can be influenced by preconceived notions and judgments that do not reflect reality. We must be careful to construct our arguments in an informed way to avoid repeating pre-existing judgments.

Quick tips on how to construct an argument without judgment:

- don't draw conclusions about trends in society regarding gender equality based on personal experiences and anecdotes;
- analyze the information you have and, when in doubt, ask experts;
- focus on presenting facts;
- try to always convey nuanced rather than categorical statements.

In many languages, the common masculine gender is still considered the norm in written and spoken language (i.e. the default masculine gender in the plural, even when referring to one man in a group of women). Because of this, women, especially those in non-traditional fields (e.g. women doctors, judges or police officers), are left out. Nevertheless, all languages have some means and flexibility to meet all the requirements of gender inclusiveness.

Gender-inclusive speech requires first of all a willingness to change habits, and a few effective techniques described below will help:

1. Avoid gendered language. Use gender-neutral words

Less inclusive option	more inclusive option
<i>Manly act</i>	<i>courageous action</i>
<i>Manly act of courage</i>	<i>be brave, be strong, fasten</i>
<i>Kongressmen</i>	<i>legislative representative</i>

2. Avoid gendered expressions or expressions that reinforce stereotypes, whether negative or positive.

The fair sex.

A woman is like a thousand men.

She throws/runs/deals like a girl.

In a manly way.

That's a woman's job.

Thank you ladies for transforming the premise.

3. Be consistent in addressing women and men: if you address one of them by first and last name and with a form of polite address or an indication of profession, you should address the other one in the same way.

Less inclusive option	more inclusive option
Mr. Samir Karim and his wife	Mr. Samir Karim and Ms. Hadicha
Proffesor Karim (male title and last name) and Hamida (female title) will be present at the luncheon.	Prof. Karim and Prof. Hamida (title and last name in both cases) will be present at the luncheon.

4.To follow the principles of the pair (male and female both sexes also appear to be the use of the form). Sometimes gender-neutral speech can “hide” the presence of women, reinforcing stereotypes. For example, when “servicemen” are mentioned in a neutral way, the fact that there are women among them is omitted. Therefore, in such cases, “female and male members of the armed forces” should be explicitly mentioned.

Less inclusive option	option more inclusive
All servicepersons responded negatively to question 5 in the gender inclusiveness questionnaire.	All <u>female and male servicepersons</u> responded negatively to question 5 in the gender inclusiveness questionnaire.
Equal opportunities for employees are ensured in the ministries.	<u>Women and men</u> working in the ministries have equal.
If it were a matter of one man’s vote, he would decide the future of the country.	If it were a matter of one person’s vote, <u>he or she</u> would decide the future of the country.
Entrepreneurs	<u>Businessmen and businesswomen</u>

5. Not the least important sex show for communication

a) Use the plural to avoid pronouns with a genus category.use a plural pronoun to escape.

Less inclusive option	option more inclusive
In antarctica an officer gets get less salary in New York.	In antarctica, the <u>staff</u> gets a salary less than that of New York.
The substitute adjudicator should confirm that he or she has familiarized himself or herself with the trial transcript.	Substitute___ judges should confirm that they have familiarized themselves with the record of the court session.
Each participant must provide their ownticket.	<u>All participants</u> must provide their own tickets.

b) Drop words with a genus category and use impersonal constructions.

Less inclusive option	option more inclusive
for everyone express their opinion, the discussion will be effective.	The discussion is fruitful if everyone expresses their opinions.
Comprehensive and harmoniousdevelopment of the person in a family environment for the he should be trained.	Upbringing in a family environment is the main condition for the comprehensive and harmonious development of a child’s personality.

Requests the Emergency Relief Coordinator to continue his/her efforts towards better coordination of humanitarian assistance.	Requests the Emergency Relief Coordinator to continue efforts towards better coordination of humanitarian assistance
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Thus, gender-neutral language symbolizes the equality of all genders and makes the reality around us more inclusive. If diversity is important to public institutions, then this should be reflected in their texts: on the website, in the app, social media and products. In some cases, there are laws regarding the use of this language in certain situations, such as job adverts. Another example of the use of inclusive language is the speech of lawyers who favour persuasion over coercion. Another example of the use of inclusive language is the speech of lawyers who favour persuasion over coercion.

Thus, formal language tends to ignore inclusive language strategies, namely the generalisation of denoted persons using masculine forms. There are already editorial boards, corporations and government bodies abroad that have official policies in favour of using inclusive language. However, in some cases such strategies are found, proving that language changes and follows society and history. Our planned statistical analysis will provide a more detailed picture of the use of different modes of gender neutralisation and may help to establish a link between their frequency and usability. Further, based on the results of the static analysis, it seems relevant to organise gender-neutral language training courses for employees in public institutions. Thus, gender-neutral language symbolizes the equality of all genders and makes the reality around us more inclusive. If diversity is important to public institutions, then this should be reflected in their texts: on the website, in the app, social media and products.

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