

THE UNBIAS BUTTON PROMOTES NON-GENDERED SPEECH

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The Unbias Button by ElaN Languages, film by J. Walter Thompson Amsterdam

Watch this video at <https://www.lsnglobal.com/news/article/23757/the-unbias-button-promotes-non-gendered-speech>

Amsterdam – **ElaN Languages** has launched a new translation feature that will suggest gender-neutral alternatives to common words.

The translation company has developed the tool to address the influence of language on attitudes towards gender and occupation. According to JWT, women are less likely to apply for jobs with masculine suffixes, such as cameraman, fireman and salesman, while feminine words like midwife are also negative for society.

To counter this, The Unbias Button is a plug-in that offers gender-neutral translations of words, making users more aware of their unconscious bias. 'As a translation, language and communication training partner, we are a strong proponent of gender-neutral language so that all readers can relate to the texts in front of them: men, women, and people who don't identify with either of these,' says ElaN Languages.

The concept of gender is becoming more nuanced, which means we must reformulate gendered language. For more, read our macrotrend **Neutral Culture**.