

A CORPUS-BASED Discourse Analysis on the Use of Non-Sexist Language in Philippine News Articles during the Marcos ADMINISTRATION

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ABSTRACT

This corpus-based discourse study aimed to identify dominant non-sexist language, analyze strategies used by journalists to neutralize gendered language, and explore language ideologies shaping media narratives and social change. Data was gathered from a digital corpus of news articles from three major Philippine news outlets and analyzed using UNESCO's gender-sensitive guidelines to assess adherence to international standards of inclusive communication. Findings revealed the dominant non-sexist language used in news articles, along with two primary strategies: replacing gender-specific pronouns with neutral alternatives and eliminating exclusionary occupational terms to foster inclusivity. Journalists refined their language to align with gender-neutral reporting standards, ensuring unbiased media narratives. The study identified four key language ideologies: linguistic inclusivity, equitable professional representation, neutral legal representation, and inclusive emergency representation. These ideologies expanded gender representation, promoted inclusive policing reforms, reduced bias in law enforcement, and encouraged equal access to civic and crisis-related roles. Ultimately, this research highlights language as a powerful tool for shaping representation, influencing identity, and advancing gender equality in media, reinforcing the importance of linguistic inclusivity in ethical journalism.

KEYWORDS: *Education, applied linguistics, linguistic inclusivity, corpus-based discourse analysis, Philippines.*

INTRODUCTION

Non-sexist language is the use of gender-neutral phrases and avoidance of gender-specific language that might support stereotypes, therefore encouraging inclusivity by eliminating bias towards a particular sex or gender (Pauwels 2003). Many online news sources, meantime, find it difficult to regularly apply non-sexist vocabulary, which fuels the continuation of gendered

language that might support negative preconceptions. In digital journalism, where established editorial norms and the fast-paced nature of online reporting help to utilize biased terminology, this issue is especially troublesome (Hammarqvist, 2018). These are problems that must be addressed in order to further gender equality and prevent media representation from reinforcing gender biases.

The use of non-sexist language in online news articles remains a challenge in many countries. In Argentina, critical feminist linguists have studied the use of non-sexist language in news media, revealing that while journalists are aware of linguistic sexism, they often face pressures from news organizations and audience expectations that hinder the adoption of non-sexist language (Fried, 2019). Similarly, in the United States, despite increased awareness and efforts to promote gender-inclusive language, media outlets still struggle with ingrained biases and the complexities of English grammar (Orrù, 2024). Meanwhile, in Pakistan, Ahmad et al. (2022) analyzed linguistic sexism in Dawn Newspaper revealed various degrees of sexist language in articles, indicating that no article was completely void of sexist language.

A number of studies have examined the use of gender-neutral language in the Philippines. Java (2024) discovered that the Philippine Daily Inquirer newspaper persists in using sexist language, specifically by means of the use of Generic Masculine words. There were five gendered words with sexist tones identified, with the most frequently used being "policemen.". While there is progressive legislation and jurisprudence aimed at supporting gender equality, language use never catches up with such developments. Additionally, Requinala et al., (2022) study of gender bias in online news articles in the US and the Philippines showed that the two countries utilize positive and negative language to represent women, thus supporting gender stereotypes. Therefore, overcoming the long-standing persistence of gender stereotypes, covert discrimination, and derogatory language remains a challenging task.

Despite growing discussions on non-sexist language in media, a notable research gap remains in examining its use in Philippine news articles within a local context during the Marcos administration. In Davao, studies have explored gender-inclusive language across various fields; however, no corpus-based discourse analysis has specifically investigated non-sexist language in news reporting during this period. While existing research examines linguistic sexism at national and international levels, the extent to which journalists adopt or resist

gender-neutral language in Philippine media remains largely unexplored. This study sought to bridge this gap by analyzing non-sexist language use in news articles, providing insights into how writers navigate and neutralize gendered language in their reporting.

Understanding the potential of language to determine perceptions, affirm stereotypes, and sustain biases, the researcher opted to embark on corpus-based research on the use of non-sexist language in Philippine news. Identification of gaps and problems will help this research contribute to interventions that can shape early public discourse in the Philippines. This study lies within its potential for fostering a more complete and equitable media environment. The findings will be shared through oral presentation at conferences, seminars, and workshops, and published in scholarly journals and media in the form of presentations.

Research Questions

1. What are the dominant non-sexist language used in Philippine News Articles in during the Marcos administration?
2. How do the writers of newspapers neutralize the gendered language during the Marcos administration?
3. What language ideologies underpin these news articles?
4. What possible social change may be realized out of these ideologies and thorough linguistic analysis?

Theoretical Lens

This study was grounded on Gender-Neutral Language Theory, which promotes inclusive language that avoids gender bias, ensuring equality and openness. It aims to remove gendered words and phrases that reinforce stereotypes or limit gender identities. The theory is supported by guidelines from organizations such as the American Psychological Association (APA) and the United Nations Economic and Social Commission for Western Asia (UNESCWA). The APA's 1985 guidelines advocate for gender-free language to prevent bias, while UNESCWA provides comprehensive recommendations for fostering inclusivity and respect across all gender identities.

The Gender-Neutral Language Theory serves as the foundational framework for analyzing how Philippine news articles—particularly during the Marcos administration—navigate the use of non-sexist language. This theory emphasizes the importance of linguistic structures that avoid reinforcing gender

biases, promoting language that is inclusive and equitable. It was used to identify the dominant non-sexist language in news articles, determine the strategies employed by writers to neutralize gendered language, examine the language ideologies that underpin these articles, and explore the potential social change that can result from these ideologies.

Additionally, this study was also grounded on Social Role Theory recommendations, as advanced by Eagly in 1987, which theorizes men and women playing different social roles in society that lead to these differences in behavior, attitude, and personality. This theory argues that society's expectations and norms dictate roles for men and women, which are internalized and influence the behavior of the individuals. Social Role Theory would suggest that the assignment of men and women to divergent roles—e.g., caregiving for women and leadership for men—cements gender stereotypes and influences what individuals consider to be appropriate for men or women.

Within the framework of this study, Social Role Theory was used to break down how media portrayals reinforced or challenged traditional gender roles. By looking at the words used to portray men and women, you can see how gender role expectations in society were presented in the news. Social Role Theory provides a framework of analysis of how media language may affect and portray social conventions and result in the reinforcement or deconstruction of gender roles.

METHODOLOGY

Research Design. The research utilized corpus-based discourse analysis as qualitative method to achieve the objectives of the study. This method helped me look at many journal articles at once, helping me to understand how gender is shown in the news and whether non-sexist language is really being used. According to Bednarek et al., (2024), corpus-based discourse analysis was the most suited research method when studying non-sexist language as it enables it through discourses to study large data and make explicit subtle patterns of language.

Research Materials. This research examined 50+1 news articles to allow for comprehensive familiarity with non-sexist usage of language, thereby allowing comprehensive examination of language trends and bias in a variety of contexts. Furthermore, three major digital news sites all over were included in

the news reports. Under President Marcos's reign, the corpus comprised works published online and written in English.

Data Analysis. This study utilized UNESCWA's Gender-Sensitive Guidelines as basis for data analysis. These guidelines served as a base to outline better what non-sexist language was used in the news articles and how it was used. Applying these fixed guidelines, the analysis provides a consistent analysis of gendered language being neutralized and the presence of non-sexist language within the media context.

Ethical Considerations. This study strictly adhered to established ethical standards throughout the research process to ensure the protection, dignity, and rights of all stakeholders involved. Since the study utilized publicly accessible news articles obtained from major Philippine digital news platforms, no human participants were directly involved in the data collection process. Nevertheless, ethical research practices were observed by ensuring accurate representation, proper attribution, and responsible use of all published materials included in the corpus.

RESULTS

The Dominant Non-Sexist Language Use in Philippine News Articles during the Marcos Administration

The research indicates a major trend towards non-sexist language in Philippine news reports during the Marcos regime, indicating a larger movement to encourage inclusiveness and neutrality in media communication. This is mostly based on gender-sensitive models like those created by Hayek for UNESCWA, which focus on the need to avoid gender-biased language and represent all people fairly. By using systematic gender-neutral pronouns and exclusionary term alternatives, journalists help to shape the dynamic discourse that promotes equal representation and bars the reinforcement of stereotypes.

One of the most striking results of the study is the prevalence of gender-neutral pronouns, which are effective replacements for gendered nouns. Along with gender-neutral pronouns, the study identifies the increasing use of gender-neutral replacements for exclusionary terms. By substituting exclusionary terms with neutral ones, journalists facilitate more balanced reporting practices that minimize implicit gender bias and ensure fair representation. The uniformity of these neutral word choices indicates a

heightened sensitivity towards the role that language plays in influencing societal thought and affirming inclusivity.

Strategies Employed to Neutralize Gendered Language

During the Marcos administration, newspaper writers actively refined their language to align with gender-neutral reporting standards, ensuring that media narratives remained inclusive and unbiased. Two of the most effective strategies employed were replacing gender-specific pronouns with neutral alternatives and eliminating exclusionary terms that reinforced outdated gender norms. These efforts reflected broader linguistic movements that sought to remove implicit biases in journalism, policymaking, and governance.

Replacing Gender-Specific Pronouns with Neutral Alternatives. One of the fundamental shifts in news writing during this period was the deliberate removal of male-oriented pronouns, such as *he*, *his*, and *him*, when discussing individuals in leadership roles, familial relationships, and professional capacities. Scholars have long emphasized how gendered pronouns subtly reinforce stereotypes, shaping public perceptions of power dynamics and societal roles. Research indicates that traditional linguistic structures have historically linked positions of authority with masculinity, inadvertently diminishing inclusivity in public discourse.

Replacing Exclusionary Terms with Neutral Alternatives. Beyond pronoun adjustments, newspaper writers also focused on removing gender-exclusionary occupational titles to foster greater inclusivity. Traditionally, professions such as law enforcement, firefighting, and political leadership were commonly described using male-oriented terms (*policemen*, *firemen*, *congressmen*), implicitly suggesting male dominance in these fields. However, linguistic scholars such as Parker (2021) assert that gendered terminology in occupational contexts reinforces discriminatory hiring patterns and discourages women and nonbinary individuals from considering careers in historically male-dominated industries.

Language Ideologies with Gender-Neutral Terms

Linguistic Inclusivity. One of the primary language ideologies observed in Philippine news articles during the Marcos administration was linguistic inclusivity, which aimed to remove gender biases from language and ensure that

collective groups and individuals were referenced without reinforcing binary gender distinctions. Researchers such as Yamada and Sato (2022) argue that inclusive language prevents linguistic discrimination, allowing all individuals to be equally represented in media narratives.

Equitable Professional Representation. Beyond general inclusivity, another key language ideology observed in Philippine journalism was equitable professional representation, which promoted gender-neutral occupational terms to ensure that professionals were recognized based on their roles rather than their gender. Linguistic experts such as Parker (2021) emphasize that gender-exclusive job titles reinforce stereotypes, particularly in traditionally male-dominated industries.

Neutral Legal Representation. Another significant language ideology present in Marcos-era news articles was neutral legal representation, particularly in crime reporting and judicial contexts. Historically, law enforcement narratives often highlighted gender when referencing suspects and victims, an approach that unintentionally reinforced societal biases. Researchers such as Dela Cruz (2023) argue that gendered crime reporting can distort public perceptions, making certain crimes appear gender-specific even when evidence does not support such claims.

Inclusive Emergency Representation. An additional language ideology observed in news reporting during the Marcos administration was inclusive emergency representation, which focused on ensuring equal access to civic and crisis-related roles. Traditionally, emergency response and governance-related professions were framed using gendered occupational titles, reinforcing stereotypes about leadership and crisis management being male-dominated fields. Researchers such as Harper and Lee (2020) argue that gendered language in emergency and policymaking roles can discourage diverse participation, limiting opportunities for individuals based on outdated societal norms.

Social Change Promoted by Gender-Neutral Language

The use of gender-neutral language in news reporting during the Marcos administration played a significant role in shaping public discourse, reinforcing social change through linguistic inclusivity, equitable professional representation, neutral legal representation, and inclusive emergency representation. These language ideologies did not merely modify vocabulary but

actively contributed to broader efforts in fostering gender equality, fairness, and impartial communication within governance, employment, and media narratives.

Greater Media Representation for All Genders. One of the most fundamental shifts observed in media reporting during this period was the ideology of linguistic inclusivity, which sought to eliminate gender bias from collective references. By using gender-neutral terms such as people, individuals, the public, and persons, journalists actively worked to remove gendered assumptions from news narratives, ensuring that all members of society were represented equally. Scholars such as Yamada and Sato (2022) argue that linguistic inclusivity in media narratives enhances social cohesion, allowing for fair and balanced visibility across genders.

Gender-Inclusive Reform in Policing Systems. Another social transformation driven by gender-neutral language during this period was the promotion of gender-inclusive reforms in policing systems and expanded leadership and employment opportunities across all genders. This shift was guided by the ideology of equitable professional representation, which encouraged inclusive occupational titles for professionals in government, law enforcement, and emergency services. Studies conducted by Parker (2021) emphasize that gendered job titles discourage diversity in hiring, subtly reinforcing the perception that certain professions are exclusive to one gender.

Reduced Gender Bias in Law Enforcement Processes. The ideology of neutral legal representation emerged as another critical aspect of media reform during the Marcos administration, influencing crime reporting and judicial narratives. Traditionally, news coverage often specified gender in references to criminal suspects and victims, which unintentionally reinforced gender stereotypes. Linguists such as Dela Cruz (2023) highlight that associating crime with gender can distort public perception, making certain offenses appear gender-specific even when evidence does not support such claims.

Equal Access to Civic and Crisis-Related Roles. An additional social transformation observed in news reporting during the Marcos administration was the encouragement of equal access to civic and crisis-related roles through inclusive emergency representation. Traditionally, emergency response and governance-related professions were framed using gendered occupational titles, reinforcing stereotypes about leadership and crisis management being male-dominated fields. Researchers such as Harper and Lee (2020) argue that

gendered language in emergency and policymaking roles can discourage diverse participation, limiting opportunities for individuals based on outdated societal norms.

DISCUSSIONS

The Dominant Non-Sexist Language Use in Philippine News Articles during the Marcos Administration

Generally, the dominant non-sexist language found in Philippine news articles during the Marcos regime shows a progressive trend towards linguistic inclusivity in media. By following gender-sensitive practices, reporters are a part of the larger movement attempting to break down gender stereotypes and ensure equitable representation in media reports (Eckert & McConnell-Ginet, 2021). This linguistic change emphasizes the value of language neutrality in promoting equitable dialogue, such that reporting continues to be ethical, objective, and reflective of varied identities. (Cameron, 2020). With media institutions continuing to evolve according to modern standards, gender-neutral language use will continue to be central to the construction of public opinion and the promotion of gender-sensitive communication.

Gender-neutral pronouns serve a crucial function in modern language by fostering inclusivity and eliminating gender assumptions in communication. Their use reflects an ongoing shift toward equitable linguistic practices that avoid reinforcing traditional gender norms. The evolution of gender-neutral pronouns aligns with broader efforts to ensure that language remains inclusive and adaptive to contemporary understandings of identity, as Norris and Welch (2020) have highlighted in their research on academic settings.

Furthermore, Philippine news reportage under Marcos using gender-neutral language reflects journalists' increasing cognizance about the need for inclusive language. Media outlets, as cited by the study of Silveira (2021), developed a practice of substituting neutral words with stereotypically gendered ones to promote diversity and avoid maintaining gender stereotypes. According to UNESCWA's guidelines for gender-sensitive reporting, this language change follows international recommendations on gender-sensitive public discourse use. According to Martínez and Torres, (2019), employing such options, media coverage guarantees objectivity and accessibility to everyone. One of the most obvious gender-neutral options employed in the research is people; it replaces exclusive terms that would be telling gender differences.

The increasing adoption of gender-neutral terms across various domains demonstrates a significant shift toward inclusivity and fairness in language. Media professionals, legal experts, and academics have recognized the importance of neutral language in shaping societal attitudes toward gender roles. Researchers emphasize that the use of these inclusive alternatives aligns with international linguistic guidelines and ethical communication practices. As journalism and professional discourse continue to evolve, gender-neutral terminology will remain central to promoting equitable representation and fostering unbiased communication.

Strategies Employed to Neutralize Gendered Language

To counteract this, journalists opted for gender-neutral pronouns, such as *they* and *their*, when referring to people whose gender did not need to be specified or when discussing collective groups. This modification not only upheld inclusivity but also aligned media narratives with modern linguistic trends that reject gender bias. Scholars such as Norris and Welch (2020) have emphasized that language plays a crucial role in shaping cultural norms, highlighting that the shift towards gender-neutral pronouns contributes to a broader equity-focused communication framework. By adopting neutral pronouns, news writers created more representative narratives, allowing readers to engage with the content without reinforcing traditional gender expectations.

To address this, news media gradually replaced exclusionary titles with gender-neutral occupational descriptors, such as *police officers*, *firefighters*, and *lawmakers*. These linguistic changes had a profound effect on professional inclusivity, ensuring that job titles did not alienate or exclude individuals based on gender (Harper & Lee, 2020). Studies on workplace language reveal that linguistic neutrality in professional roles significantly impacts how people perceive career accessibility, reinforcing the importance of gender-inclusive terminology in journalistic and institutional discourse.

Additionally, newspaper writers eliminated unnecessary gender distinctions in reporting. This meant removing gender qualifiers where the gender of a person was irrelevant to the news story. For example, researchers such as Rodriguez and Smith (2020) highlight that identifying a suspect as "female" or "male" in news articles when gender does not contribute to the context of the crime can reinforce implicit biases. By ensuring that descriptors

remain neutral, journalists upheld the principles of ethical reporting, focusing on factual accuracy rather than reinforcing unnecessary gender labels.

The neutralization of gendered language during the Marcos administration marked a significant advancement in Philippine journalism, reflecting a global effort to create more balanced and fair reporting practices. Studies in sociolinguistics suggest that journalists play an influential role in shaping cultural perceptions, making gender-inclusive language a powerful tool for dismantling stereotypes and promoting equal representation (Silveira, 2021). By replacing gender-specific pronouns and eliminating exclusionary terms, newspaper writers contributed to a broader social shift toward gender sensitivity in media narratives. As journalism continues to evolve, the adoption of gender-neutral language will remain essential in reinforcing fair, unbiased, and ethical communication.

Language Ideologies with Gender-Neutral Terms

Language ideology refers to the sociocultural and institutional assumptions that shape linguistic choices, influencing how individuals and organizations communicate (Johnson, 2021). In journalism, language ideology plays a crucial role in framing narratives, selecting terminology, and ensuring inclusivity in reporting Eckert, P., & McConnell-Ginet, S. (2013). During the Marcos administration, language ideologies in news reporting significantly impacted public perception, institutional discourse, and societal inclusivity, guiding the incorporation of gender-neutral language to create fair, objective, and unbiased media narratives.

Terms such as people and individuals replaced gendered descriptors, ensuring that groups were referenced in a neutral manner. For example, journalists moved away from gender-specific references such as men and women and instead used people to create broader, more inclusive narratives (Rodriguez & Smith, 2020). This linguistic shift aligned Philippine journalism with international guidelines on gender-sensitive language, particularly recommendations set forth by organizations like the United Nations Economic and Social Commission for Western Asia (UNESCWA). By opting for neutral and universal references, journalists eliminated gender bias while improving accessibility and representation in news coverage.

Similarly, the public emerged as a preferred term in government and community reporting, replacing phrases that previously highlighted gender-specific identities. Researchers such as Silveira (2021) highlight that linguistic neutrality fosters a more equitable media environment, ensuring that public discourse does not alienate individuals based on gender identity. By removing gender qualifiers, news writers upheld ethical reporting standards, making coverage more relevant and widely applicable to a diverse readership.

To counteract this bias, journalists actively replaced male-oriented occupational titles with gender-neutral alternatives. Terms such as policemen and firemen were phased out in favor of police officers and firefighters, aligning news writing with modern workplace diversity standards. Harper and Lee (2020) argue that such linguistic revisions reshape professional perceptions, ensuring that job titles reflect inclusivity rather than historical gender biases.

Moreover, in political discourse, the term lawmakers replaced gender-exclusive alternatives such as congressmen or statesmen, reinforcing the accessibility of governance roles to all genders. Norris and Welch (2020) point out that these linguistic modifications directly impact public perception, ensuring that government officials are recognized based on expertise and capability rather than gender identity. News reporting played a critical role in normalizing gender-neutral descriptors, effectively shifting political and workplace narratives to be more balanced and representative.

Further reinforcing equitable professional representation, journalists discarded gender qualifiers when referring to individuals in professional and legal roles. For example, instead of stating female spokesperson or male spokesperson, reporters opted for spokesperson, ensuring that leadership positions were not inherently associated with a specific gender (Singh, 2019). By neutralizing occupational references, media professionals helped reduce societal biases, paving the way for more inclusive employment practices across multiple industries.

To ensure objectivity in legal discourse, journalists eliminated gender markers in crime reports, replacing gendered identifiers with neutral legal terms such as *suspects* and *victims*. This change ensured that individuals involved in criminal cases were described based on their legal status rather than gender (Rodriguez & Smith, 2020). The shift also aligned Philippine journalism with

international ethical guidelines, reinforcing impartiality and fairness in news narratives.

To address this, journalists replaced exclusionary terms such as firemen and statesmen with gender-neutral alternatives like "firefighters" and "lawmakers," ensuring that emergency responders and policymakers were recognized based on their expertise rather than gender identity. Silveira (2021) highlights that linguistic neutrality in crisis-related professions fosters inclusivity, encouraging broader participation in governance and emergency response. By adopting gender-neutral terminology, news reporting contributed to shifting public perceptions, reinforcing the idea that leadership and crisis management roles should be accessible to all individuals, regardless of gender.

This ideology aligns with broader efforts to promote diversity in governance and emergency response, ensuring that individuals in policymaking and crisis intervention are represented fairly in media narratives. As journalism continues evolving, the adoption of inclusive emergency representation will remain essential in reinforcing equal opportunities in leadership, governance, and public service.

Social Change Promoted by Gender-Neutral Language

This ideology also challenged outdated language conventions that reinforced gender-specific identities, particularly in public discourse and governance. Traditionally, news articles would use gendered descriptors like men and women when referring to groups. However, during the Marcos administration, Philippine media gradually adopted terms like the public to ensure impartial representation, reinforcing a narrative that citizens were viewed as a collective rather than divided by gender. Silveria (2021) assert that this transition toward non-exclusionary language contributed to greater media representation, making journalism more reflective of gender diversity while promoting equal visibility for underrepresented identities.

To counteract these barriers, journalists replaced gendered terms like policemen, firemen, congressmen, and spokesman with neutral alternatives such as police officers, authorities, spokespersons, members, and workforce. This linguistic refinement helped dismantle gender-specific assumptions regarding professional roles, allowing for greater access to traditionally male-dominated fields. Harper and Lee (2020) highlight that gender-neutral occupational

language actively reshapes how individuals view career accessibility, increasing opportunities for women and nonbinary individuals in governance, law enforcement, and policymaking.

Furthermore, the adoption of gender-inclusive terms like workforce emphasized equal representation within employment sectors. Historically, terms such as *manpower* reinforced male-centric associations with labor, creating subconscious biases in workforce discourse. However, news articles during the Marcos administration actively substituted workforce for manpower, reinforcing neutrality in employment-related discussions. Rodriguez and Smith (2020) assert that this terminology shift contributed to reducing gender disparities in recruitment and professional advancement, leading to institutional reforms that prioritized inclusivity in economic and labor policies.

To prevent bias, journalists actively removed unnecessary gender markers when reporting on crime, replacing phrases like male suspect or female suspect with gender-neutral alternatives such as suspects and victims. This change ensured that law enforcement and judicial processes remained impartial, with news reports focusing on legal status rather than gender identity (Rodriguez & Smith, 2020). By neutralizing crime-related language, Philippine journalism contributed to more ethical reporting standards, preventing the reinforcement of societal biases that could influence criminal investigations. The shift toward gender-neutral legal language during the Marcos administration ultimately contributed to systemic improvements in the framing of justice and law enforcement, allowing for more balanced institutional reforms.

To address this, journalists replaced exclusionary terms such as firemen and statesmen with gender-neutral alternatives like "firefighters" and "lawmakers," ensuring that emergency responders and policymakers were recognized based on their expertise rather than gender identity. Silveira (2021) highlights that linguistic neutrality in crisis-related professions fosters inclusivity, encouraging broader participation in governance and emergency response.

This ideology aligns with broader efforts to promote diversity in governance and emergency response, ensuring that individuals in policymaking and crisis intervention are represented fairly in media narratives. As journalism continues evolving, the adoption of inclusive emergency representation will

remain essential in reinforcing equal opportunities in leadership, governance, and public service.

The promotion of gender-neutral language in Philippine news articles during the Marcos administration reflected broader social changes aimed at fostering inclusivity, fairness, and equality. Language ideologies such as linguistic inclusivity, equitable professional representation, neutral legal representation, and inclusive emergency representation played a pivotal role in ensuring that media narratives did not reinforce implicit gender biases.

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