Gendered wording subtly signals who belongs and who doesn’t. Below are examples of language in job advertisements and qualities of candidates.

**Feminine**
- a company’s “excellence” in the market
- “understand markets to establish appropriate selling prices”
- “We are committed to providing top quality health care that is sympathetic to the needs or our patients”

**Masculine**
- a company’s “dominance” in the market
- “analyze markets to determine appropriate selling prices”
- “We are determined to deliver superior medical treatment tailored to each individual patient”