

# Removing “The Other”: Uncovering Connection with LGBTQ Consumers



*Companion Reference book for Presentation:  
Removing “The Other”: Uncovering Connection with  
LGBTQ Consumers*

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### **Some thoughts on language:**

The minority was typically first named by the majority; only when the minority gains voice do they assert that the majority got it wrong. As gender and sexuality becomes more openly discussed, and emerging voices define themselves, language evolves and can change quickly. Terms are not necessarily homogenous and each person relates to their words personally – words that can have individual or unique definitions for each person.

Language can be used to intentionally and unintentionally offend, especially when used by someone outside of the related community. Language is also how we connect and engage. Some people will be more flexible and some will be more protective of their preferred terms. It is always good to ask about preferred terms or to use the same terms used by the speaker.

We will all get it “wrong” sometimes. The important thing is to apologize and correct.

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## **References**

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**Heterosexism:** Is a behavior that grants preferential treatment to heterosexual people, reinforces the idea that heterosexuality is somehow better or more “right” than queerness, and/or makes other sexualities invisible.

**Intersectionality:** A term coined by law professor Kimberlé Crenshaw in the 1980s to describe the way that multiple systems of oppression interact in the lives of those with multiple marginalized identities. Intersectionality looks at the relationships between multiple marginalized identities and allows us to analyze social problems more fully, shape more effective interventions, and promote more inclusive advocacy amongst communities.

**Microaggressions:** Brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative slights and insults about one’s marginalized identity/identities. (D.W. Sue)

**Privilege:** A set of unearned benefits given to people who fit into a specific social group.



## Ally

A term used to describe someone who does not identify as LGBTQ but who is supportive of LGBTQ equality in its many forms and through a wide variety of different expressions, both personal and private.



## Asexual

Asexuality is the lack of sexual attraction to others, or low or absent interest in or desire for sexual activity. It may be considered the lack of a sexual orientation, or one of the variations thereof, alongside heterosexuality, homosexuality and bisexuality. It may also be a general term used to categorize a broader spectrum of various asexual sub-identities. Unlike celibacy, which people choose, asexuality is an intrinsic part of who they are. There is considerable diversity among the asexual community; each asexual person experiences things like relationships, attraction, and arousal somewhat differently.

## Additional Helpful Terms

**Butch:** A gender expression that fits societal definitions of masculinity. Usually used by queer women and trans people, particularly by lesbians. Some consider “butch” to be its own gender identity.

**Cissexism/Genderism:** The pervasive system of discrimination and exclusion that oppresses people whose gender and/or gender expression falls outside of cis-normative constructs. This system is founded on the belief that there are, and should be, only two genders & that one’s gender or most aspects of it, are inevitably tied to assigned sex. Within cissexism cisgender people are the dominant/agent group and trans\*/ gender non-conforming people are the oppressed/target group.

**Cross Dresser (CD):** A word to describe a person who dresses, at least partially, as a member of a gender other than their assigned sex; carries no implications of sexual orientation. Has replaced “Transvestite”

**Femme:** Historically used in the lesbian community, it is being increasingly used by other LGBTQIA people to describe gender expressions that reclaim/claim and/or disrupt traditional constructs of femininity.

**Heteronormativity :** the assumption, in individuals or in institutions, that everyone is heterosexual (e.g. asking a woman if she has a boyfriend) and that heterosexuality is superior to all other sexualities. Leads to invisibility and stigmatizing of other sexualities. Heteronormativity also leads us to assume that only masculine men and feminine women are straight.

**Hermaphrodite:** Is an outdated medical term previously used to refer to someone who was born with some combination of typically-male and typically-female sex characteristics. It’s considered stigmatizing and inaccurate. *See intersex.*

**MOGAI:** Refers to Marginalized Orientations, Gender Alignments, Intersex, Et Al. In the acronym LGBTQ+ there is more focus on L (Lesbian) G (Gay) neglecting B (Bisexual and T (transgender), not to mention the fact that it fails to include pansexual, asexual, genderqueer/fluid, demisexual, and intersex people, as well as a multitude of other sexual orientations and gender identities. Additionally, people tend to think that A stands for ally, instead of asexual, which tends to give heterosexual people access to queer communities. Some people have reclaimed the term "Queer" but not all people embrace this term because it has been and can be used as a slur. MOGAI allows everyone who identifies as queer to be united under a single term, without this term being a slur or focusing on one identity. This also includes intersex individuals, a group that receives a large amount of discrimination and a very small amount of public awareness.

**Orientation:** Orientation is one's attraction or non-attraction to other people. An individual's orientation can be fluid and people use a variety of labels to describe their orientation. Some, but not all, types of attraction or orientation include: romantic, sexual, sensual, aesthetic, intellectual and platonic.

**Pansexual and Omnisexual:** Pansexual and Omnisexual people are not limited by gender preferences. They are capable of loving someone for who they are and being sexually attracted to people despite what gender their partner identifies as. The word pansexual comes from the Greek prefix "pan-", meaning all. Pansexual or Omnisexual people, will probably settle for whoever wins their heart regardless of that person's gender.

**SOGI:** Sexual Orientation and Gender Identity

**Two-spirit:** Are individuals viewed in some tribes as having two identities occupying one body. Their dress is usually a mixture of traditionally male and traditionally female articles, or they may dress as a man one day, and a woman on another. Most Indigenous communities have specific terms in their own languages for the gender-variant members of their communities and the social and spiritual roles these individuals fulfill.



## Bisexual

An individual who is emotionally, romantically, and/or physically attracted to men and women. This is sometimes stated as "bi." People who are bisexual need not have had equal sexual experience with both men and women and need not have had any sexual experience at all; it is attraction that determines orientation.



## LGBT

**LGBT/LGBTQA/LGBTQ:** An acronym for lesbian, gay, bisexual, and transgender which refers to these individuals collectively. It is sometimes stated as "GLBT" (gay, lesbian, bi, and transgender). Occasionally, the acronym is stated as "LGBTQA" to include asexual, "LGBTQ," with "Q" representing queer or questioning.

*Please Note: Transgender women are not cross-dressers or drag queens. Drag queens are men, typically gay men, who dress like women for the purpose of entertainment. Be aware of the differences between transgender women, cross-dressers, and drag queens. Use the term preferred by the person. Do not use the word "transvestite" at all, unless someone specifically self-identifies that way.*

## Diverse Variations

**Aro-Ace Spectrum:** While asexuality means you do not experience sexual attraction, people who self-identify as aromantic do not experience romantic attraction to others. While many aromantic people also identify as asexual, identifying as one label does not mean the other is automatically implied. Aromantic people can enjoy sex without romance, and asexual people can enjoy romance without sex.

**Demisexual:** A demisexual is a person who does not experience sexual attraction unless they form an emotional connection. It's more commonly seen in, but by no means confined, to romantic relationships. The term demisexual comes from the orientation being "halfway between" sexual and asexual. Nevertheless, this term does not mean that demisexuals have an incomplete or half-sexuality, nor does it mean that sexual attraction without emotional connection is required for a complete sexuality. When describing demisexuality as an orientation to sexuals, sexuals often mistake it as an admirable choice rather than an innate orientation. Demisexuals are not choosing to abstain; they simply lack sexual attraction until a close, emotional, relationship is formed.

**Transgender:** A term that may be used to describe people whose gender expression does not conform to the cultural norms and/or whose gender identity is different from their sex assigned at birth. Transgender is also considered by some to be a generalized term that encompasses a number of identities which transcend the conventional expectations of gender identity and expression, including FTM (Female to Male), MTF (Male to Female), genderqueer, and gender expansive. People who identify as transgender may or may not decide to alter their bodies hormonally and/or surgically to match their gender identity (see transsexual.)

**Transition:** The process one goes through to discover and/or affirm their gender identity. This can, but does not always, include taking hormones, having surgeries, or going through therapy.

**Transsexual:** An older term that originated in the medical and psychological communities. Still preferred by some people who have permanently changed - or seek to change - their bodies through medical interventions, including but not limited to hormones and/or surgeries. Unlike transgender, transsexual is not an umbrella term. Many transgender people do not identify as transsexual and prefer the word transgender. It is best to ask which term a person prefers. If preferred, use as an adjective: transsexual woman or transsexual man.

***Please note:***

***FTM:*** Female to Male – Female sex assigned at birth, transitioning to male with the use of hormones and or possibly surgeries, or neither. This term has been replaced with ***Transmasculine***, as trans men are not going from one gender to another, rather becoming their true selves and is more inclusive of this group.

***MTF:*** Male to Female – Male sex assigned at birth, transitioning with the use of hormones and or possibly surgeries, or neither. This term has been replaced with ***Transfeminine***, as trans women are not going from one gender to another, rather becoming their true selves, and is more inclusive of this group



## Pansexual

Is characterized by sexual desire and/or attraction that is not limited to people of a particular gender identity or sexual orientation. Pansexual people are attracted to all kinds of people, regardless of their gender, sex or presentation; not solely homosexual or heterosexual.



## Polysexual

Polysexuality is often compared to and confused with both *bisexuality* and *pansexuality*. To be *pansexual* is to be attracted to all genders. To be *bisexual* is, traditionally, to be attracted to two genders, specifically men and women. However, as time has gone on, it has also come to mean to be attracted to people of various genders, beyond binary gender identities.

A *polysexual* person is not attracted to all genders. They also do not even have to be attracted to both women and men at all, as traditionally described by *bisexuality*. For example, a *polysexual* person might be attracted to women, genderqueer and nonbinary people, but not to men.

**Gender Congruency:** The change in name from Gender Identity Disorder to Gender Incongruence is an improvement which is less pathologizing as it no longer implies that one's identity is a disorder. The proposed criteria are better able to account for the diversity in gender and transgender identities encountered in clinical practice, reflecting the paradigm shift away from a binary understanding and treatment approach toward affirmation of a spectrum of transgender identities.

**Gender Dysphoria:** involves a conflict between a person's physical or assigned gender and the gender with which he/she/they identify. People with gender dysphoria may be very uncomfortable with the gender they were assigned, sometimes described as being uncomfortable with their body (particularly developments during puberty) or being uncomfortable with the expected roles of their assigned gender. People with gender dysphoria may often experience significant distress and/or problems functioning associated with this conflict between the way they feel and think of themselves (referred to as experienced or expressed gender) and their physical or assigned gender.

**Sex:** Refers to biological, genetic, or physical characteristics that define males and females. These can include genitalia, hormone levels, genes, or secondary sex characteristics. Sex is often compared or interchanged with gender. This is thought of as more social and less biological, though there is some considerable overlap.

**Stealth:** A term used to describe transgender individuals who do not disclose their transgender status in their public lives.

**Trans:** Used as shorthand to mean transgender or transsexual - or sometimes to be inclusive of a wide variety of identities under the transgender umbrella. Because its meaning is not precise or widely understood, be careful when using it with audiences who may not understand what it means. Avoid unless used in a direct quote or in cases where you can clearly explain the term's meaning in the context of your story.

# Transgender

**Affirmed gender:** The gender to which someone has transitioned. This term is often used to replace terms like “new gender” or “chosen gender,” which imply that the current gender was not always a person’s gender or that their gender was chosen rather than simply in existence.

**Assigned sex:** The sex (male, female intersex) that is assigned to an infant at birth.

**Cisgender:** A term used to describe an individual whose gender identity aligns with the one typically associated with the sex assigned to them at birth. This is a term that is preferable to “non-trans,” “biological,” or “natal” man or woman.

**Cross-dresser:** While anyone may wear clothes associated with a different sex, the term cross-dresser is typically used to refer to men who occasionally wear clothes, makeup, and accessories culturally associated with women. Those men typically identify as heterosexual. This activity is a form of gender expression and not done for entertainment purposes. Cross-dressers do not wish to permanently change their sex or live full-time as women. Replaces the term “transvestite”.

**Disclosure:** The act or process of revealing one’s transgender or gender nonconforming identity to another person in a specific instance. Related to, but not the same as, coming out.

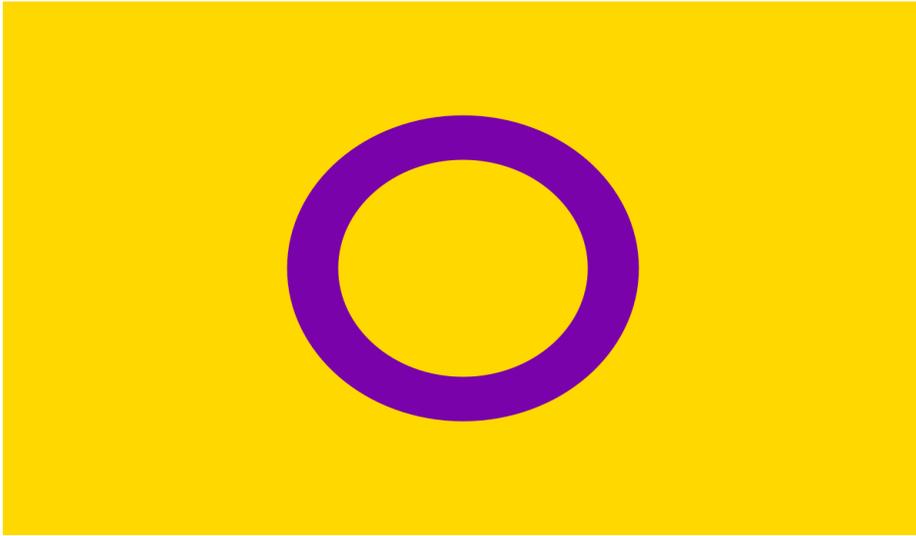
**Gender-affirming surgery:** Surgical procedures that help people adjust their bodies in a way that more closely matches or transforms to the desired gender identity. Not every transgender person will desire or have resources for surgery. This should be used in place of the older “sex change” which has become an offensive term to those pursuing gender affirmation.



Above is an older version of the intersex flag which utilizes purple, white, blue and pink. \*Flag created by Natalie Phox in 2009

# Intersex

“Intersex” is a general term used for a variety of conditions in which a person is born with a reproductive or sexual anatomy that doesn’t seem to fit the typical definitions of female or male. Or a person may be born with mosaic genetics, so that some of her cells have XX chromosomes and some of them have XY. Though we speak of intersex as an inborn condition, intersex anatomy doesn’t always show up at birth. Sometimes a person isn’t found to have intersex anatomy until she or he reaches the age of puberty, or finds himself an infertile adult. Some people live and die with intersex anatomy without anyone (including themselves) ever knowing.



Above Flag created by Organization Intersex International Australia in 2013

\*Intersex pride currently has two different flags to choose from and which of these is the "official" flag is up for some debate .

## More On Intersex:

Being intersex is a naturally occurring variation in humans, and isn't a medical problem. It's also more common than most people realize. It's hard to know exactly how many people are intersex, but estimates suggest that about 1 in 100 people born in the U.S. is intersex.

Awareness of intersex conditions is growing. In the past, when a baby was born intersex, doctors and the family would decide on a gender and raise the baby as that gender, either male or female. It was common for surgery to be done on the baby's genitals and also for the child to be given male or female hormones as they went through puberty. But of course sometimes the gender they picked didn't match the gender identity the young person grew up to have.

\* Taken from "What is Intersex" in Planned Parenthood website

**Gender neutral:** Not gendered. Can refer to language (including pronouns), spaces (like bathrooms), or identities (being genderqueer, for example).

**Gender nonconforming:** A term used to describe some people whose gender expression is different from conventional expectations of masculinity and femininity. Please note that not all gender non-conforming people identify as transgender; nor are all transgender people gender non-conforming. Many people have gender expressions that are not entirely conventional – that fact alone does not make them transgender. Many transgender men and women have gender expressions that are conventionally masculine or feminine. Simply being transgender does not make someone gender non-conforming. The term is not a synonym for transgender or transsexual and should only be used if someone self-identifies as gender non-conforming.

**Gender variant:** A term, often used mainly for children and youth that describes those who dress, behave, or express themselves in a way that does not confirm with dominant gender norms. Some people do not use this term, because they feel it suggests these identities are abnormal. (See gender nonconforming.)

**TGNC:** Acronym which stands for transgender and gender nonconforming. Often used when talking about groups of people with diverse gender identities.

# Gender Identity

**Androgynous:** A non-binary gender identity, having both male and female characteristics. Can be used to describe people's appearances or clothing.

**Gender:** A set of social, psychological, or emotional traits, often influenced by societal expectations that classify an individual as either feminine or masculine.

**Gender binary:** The concept that there are only two genders, male and female, and that everyone must be one or the other.

**Gender expression:** External manifestations of gender, expressed through a person's name, pronouns, clothing, haircut, behavior, voice, and/or body characteristics. Society identifies these cues as masculine and feminine, although what is considered masculine or feminine changes over time and varies by culture. Typically, transgender people seek to align their gender expression with their gender identity, rather than the sex they were assigned at birth. The important thing to remember and respect is that every gender expression is valid.

**Gender identity:** One's deeply held personal, internal sense of being male, female, some of both, or neither. One's gender identity does not always correspond to biological sex (i.e., a person assigned female at birth identifies as male or a person assigned male at birth identifies as female). Awareness of gender identity is usually experienced in infancy and reinforced in adolescence.



# Agender

An umbrella term encompassing many different genders of people who commonly do not have a gender and/or have a gender that they describe as neutral. Many agender people are trans. As a new and quickly-evolving term, it is best you ask how someone defines agender for themselves.

<http://www.transstudent.org/definitions/>



## Genderfluid

A gender identity and/or expression which varies over time. Can be all male, all female, or any combination of the two. To be “fluid” with gender expression and or gender identity.

**Questioning:** A term used to describe those who are in a process of discovery and exploration about their sexual orientation, gender identity, gender expression, or a combination thereof.

**Sexual orientation:** Emotional, romantic, or sexual feelings toward other people. People who are straight experience these feelings primarily for people of the opposite sex. People who are gay or lesbian experience these feelings primarily for people of the same sex. People who are bisexual experience these feelings for people of both sexes. And people who are asexual experience no sexual attraction at all. Other terms describing sexual orientation include (but are not limited to) pansexual and polysexual. Sexual orientation is part of the human condition, while sexual behavior involves the choices one makes in acting on one’s sexual orientation. One’s sexual activity does not define who one is with regard to one’s sexual orientation; it is the attraction that determines their orientation.

**Twink:** is gay slang for a young man in his late teens to early twenties whose traits may include: general physical attractiveness; little to no body or facial hair; a slim to average build; and a youthful appearance that belies an older chronological age.

**Ursula:** Some lesbians, particularly more masculine ones, also participate in Bear culture referring to themselves with the distinct label Ursula.

**Wolf:** Is a lean, masculine gay man who is attracted to bears and involved in the bear scene.

**Cub:** Is a younger (or younger looking) version of a Bear, typically but not always with a smaller frame. Can be hairy or hairless.

**Gay:** The adjective used to describe people whose emotional, romantic, and/or physical attraction is to people of the same sex (e.g., gay man, gay people). In contemporary contexts, “lesbian” is often a preferred term for women. People who are gay need not have had any sexual experience; it is the attraction that determines orientation.

**Lesbian:** A woman whose emotional, romantic, and/or physical attraction is to other women. People who are lesbians need not have had any sexual experience; it is the attraction that determines orientation.

**Lifestyle:** A negative term often incorrectly used to describe the lives of people who are LGBTQ. The term is disliked because it implies that being LGBTQ is a choice. A preferred approach for LGBTQ+ community, instead of “lifestyle” can be culture or lives.

**Otter:** Is a man who is hairy, but is not large or stocky - typically thinner, or with lean muscle. Slimmer version of a Bear, but not as lean as a Wolf.

**Out:** Describes people who openly self-identify as LGBTQ in their public and/or professional lives.

**Queer:** A term currently used by some people—particularly youth—to describe themselves and/or their community. Some value the term for its defiance, some like it, because it can be inclusive of the entire community, and others find it to be an appropriate term to describe their more fluid identities. Traditionally, a negative or pejorative term for people who are gay, “queer” is disliked by some within the LGBT community. Historically members of the LGBT community were subject to the slur “queer” during the middle of the twentieth century, these community members may find it offensive. Due to its varying meanings, this word should only be used when self-identifying or quoting someone who self-identifies as queer (i.e. “My cousin self-identifies as queer.”)



## Non-Binary

A term for all genders other than female/male or woman/man. Not all nonbinary people identify as trans and not all trans people identify as nonbinary. Sometimes (and increasingly), nonbinary can be used to describe the aesthetic/presentation/expression of a cisgender or transgender person.



## Gender-Queer

Those who identify as genderqueer may identify as neither male nor female, may see themselves as outside of or in between the binary gender boxes, or may simply feel restricted by gender labels. Many genderqueer people are cisgender and identify with it as an aesthetic. Not everyone who identifies as genderqueer identifies as trans or nonbinary.

<http://www.transstudent.org/definitions/>

## Glossary

### LGBQ+

**BEAR:** Is LGBT slang for those in the bear communities, a subculture in the gay/bisexual male communities. Bears tend to have hairy bodies and facial hair; some are heavy-set; some project an image of working-class masculinity in their grooming and appearance, though none of these are requirements or unique indicators

**Bear Community:** The Bear Community is a subculture in the gay/bisexual male communities and an emerging subset of LGBT communities with events, codes and culture-specific identity. It can also be used more generically to describe a physical type. Bears tend to have hairy bodies and facial hair; they are burly, hefty, stocky, husky, rustic, and natural; some are heavy-set or muscular; some are chubby; some project an image of working-class masculinity in their grooming and appearance, though none of these are requirements or unique indicators. Some bears place importance on presenting a hypermasculine image and may shun interaction with, and even disdain, men who exhibit effeminacy.

**Closeted:** Describes a person who is not open about their sexual orientation, or an ally who is not open about their support for people who are LGBTQ.

**Coming out:** For people who are lesbian, gay, bisexual, and transgender, the process of self-acceptance that continues throughout one's life. People often establish a lesbian, gay, bisexual, or transgender identity to themselves first and then may decide to reveal it to others. Coming out can also apply to the family and allies of people who are LGBT. There are many different degrees of being out: some may be out to friends only, some may be out publicly, and some may be out only to themselves. It's important to remember that not everyone is in the same place when it comes to being out, and to respect where each person is in that process of self-identification. It is up to each person, individually, to decide if and when to come out or disclose.



# Transgender

A term that may be used to describe people whose gender expression does not conform to the cultural norms and/or whose gender identity is different from their sex assigned at birth. Transgender is also considered by some to be a generalized term that encompasses a number of identities which transcend the conventional expectations of gender identity and expression, including FTM, MTF, genderqueer, and gender expansive. People who identify as transgender may or may not decide to alter their bodies hormonally and/or surgically to match their gender identity.



## The Original Rainbow Flag

Unveiled on June 25, 1978.

The original pride flag used 8 colors (later reduced to 7 because of difficulty in obtaining hot pink fabric). Each color represented a specific aspect of queer culture being celebrated:

Hot Pink – Sex  
Red – Life  
Orange – Healing  
Yellow – Sunlight  
Green – Nature  
Turquoise – Magic/Art  
Indigo – Serenity  
Violet – Spirit



## New Proposed Progressive Flag

The proposed design builds on Daniel Quasar's instantly iconic 2018 Progress Pride flag, which added a five-striped chevron to the left side of the flag representing LGBTQ+ people of color and the trans community. (Quasar's design, in turn, was an update to the city of Philadelphia's 2017 Pride flag, which added black and brown stripes above the six rainbow stripes.)

In Vecchietti's rendition, a purple circle superimposed over a yellow triangle has been added to the chevron on the left half of Quasar's design — an homage to the popular 2013 intersex flag designed by Australian bioethicist and researcher Morgan Carpenter.



## Progress Pride Flag

Designed in 2018 by Graphic designer Daniel Quasar, Quasar added a five-colored chevron to the classic Rainbow Flag to place a greater emphasis on “inclusion and progression.” Quasar’s Progress Pride Flag added five arrow-shaped lines to the six-colored Rainbow Flag, which is widely recognized as the symbol of lesbian, gay, bisexual and transgender (LGBTQ+) community.

The flag includes black and brown stripes to represent marginalized LGBTQ+ communities of color, along with the colors pink, light blue and white, which are used on the Transgender Pride Flag.



## Philadelphia's Inclusive Flag

In 2017, the LGBT community in Philadelphia wanted to do something to be more inclusive. There had been a number of accusations and scandals surrounding racism and racial discrimination throughout the city. The problems eventually led to 11 venues that catered to the queer community needing to undergo training in racial sensitivity.

Two stripes were added in the Philly flag to represent people of color. The change quickly made headlines and sparked debate. Some claimed the original flag included all races and making a separate statement detracted from the spirit of the original. Those on the other side of the argument pointed out that discrimination was a serious issue and issuing a flag that celebrated inclusiveness was completely in keeping with the original sentiment.