



Inclusive Communications

ALUMNI LEADERSHIP SUMMIT

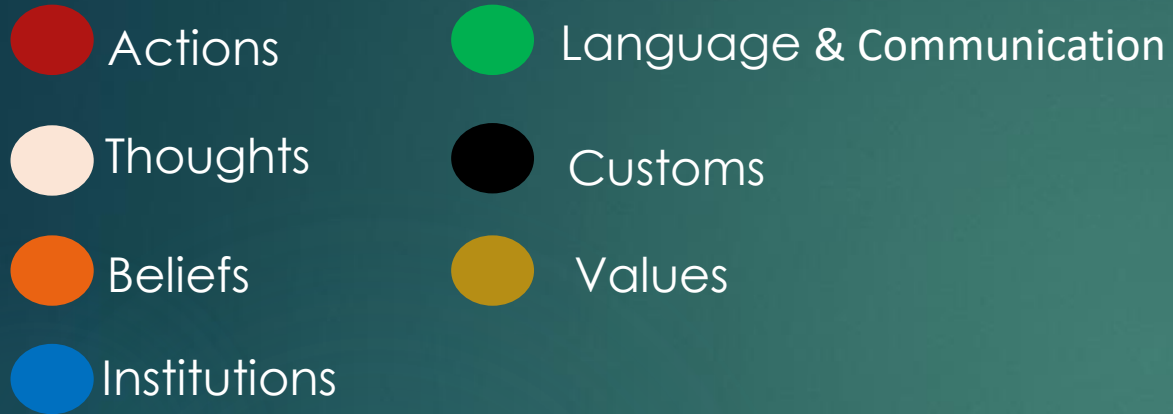
SEPTEMBER 7, 2019

DR. VALERIE DUDLEY, DIRECTOR OF MULTICULTURAL EDUCATION AND TRAINING,
OFFICE OF INSTITUTIONAL DIVERSITY, EQUITY, ADVOCACY AND LEADERSHIP

BRAVE SPACE

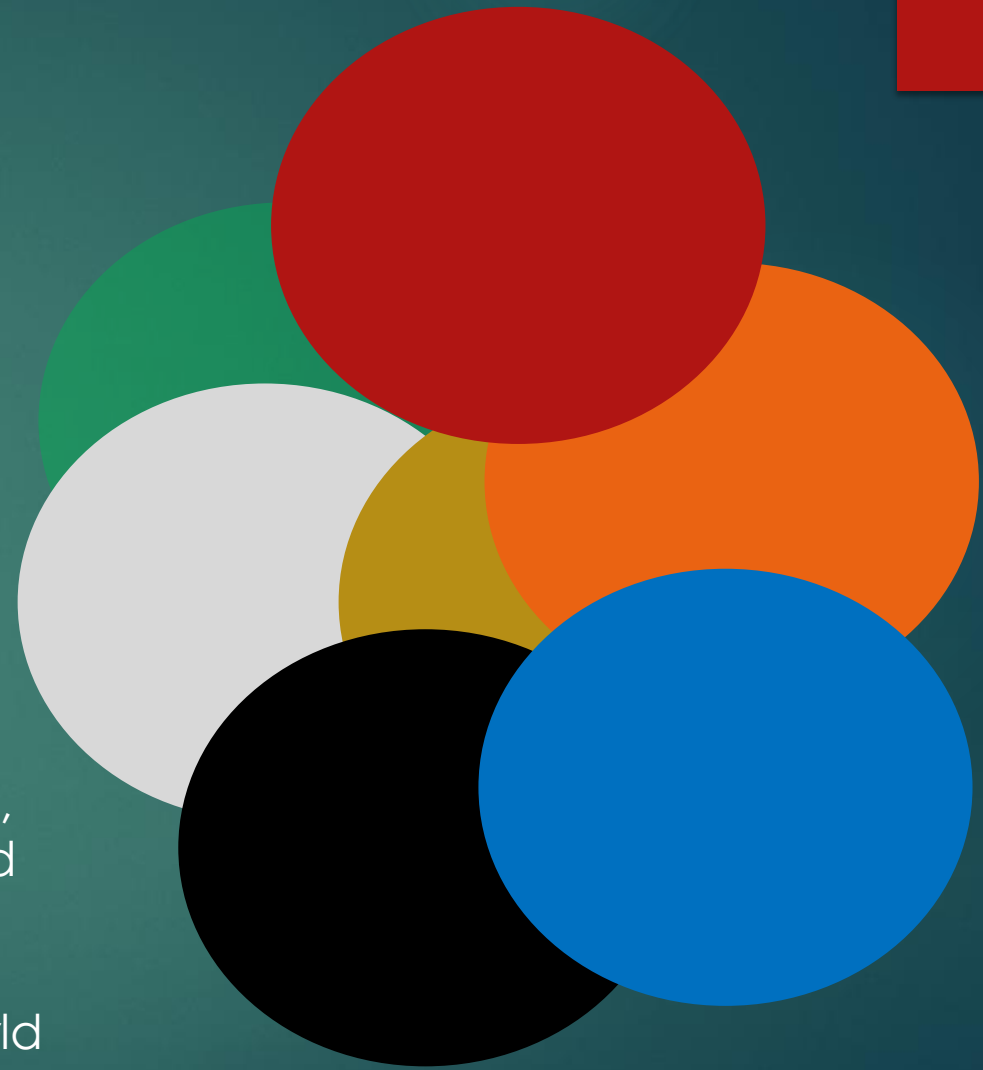
- ▶ Confidentiality
- ▶ Assume good intent
- ▶ Usage of “I” statements
- ▶ Attentiveness
- ▶ Maintain respect
- ▶ Don’t be afraid to be wrong
- ▶ Ask questions
- ▶ Laugh and have fun
- ▶ Right to change your mind
- ▶ Listen to understand, not to respond
- ▶ Lean into discomfort
- ▶ Recognize different levels
- ▶ Personal experiences

What is Culture?



Culture can be defined as the "integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values and institutions of racial, ethnic, religious or social groups"

Culture is a lens or filter through which we see the world and through which others in the world see us.



Please Think About The Messages You Received About How You Are Supposed to Communicate With Others?

- ▶ Examples:
 - ▶ Children are to be seen not and not heard!
 - ▶ Girls should not yell, speak softly.
 - ▶ It's not polite to interrupt adults when they are speaking.
- ▶ What were you told about communicating with people that are different than your social group?

What is Inclusive Language ?

- ▶ Inclusive language is language that is free from words, phrases or tones that reflect prejudiced, stereotyped or discriminatory views of particular people or groups. It is also language that doesn't deliberately or inadvertently exclude people from being part of a group. Inclusive language is sometimes called non-discriminatory language.

www.education.tas.gov.au/...Inclusive-Language.pdf

www.education.tas.gov.au/documentcentre/Documents/Guidelines-for-Inclusive-Language.pdf



Words and Images Matter



What you say matters



Turn to a partner and discuss what we just watched. Can you think of a time where you either made a comment to someone or had a comment made to you that was insensitive.

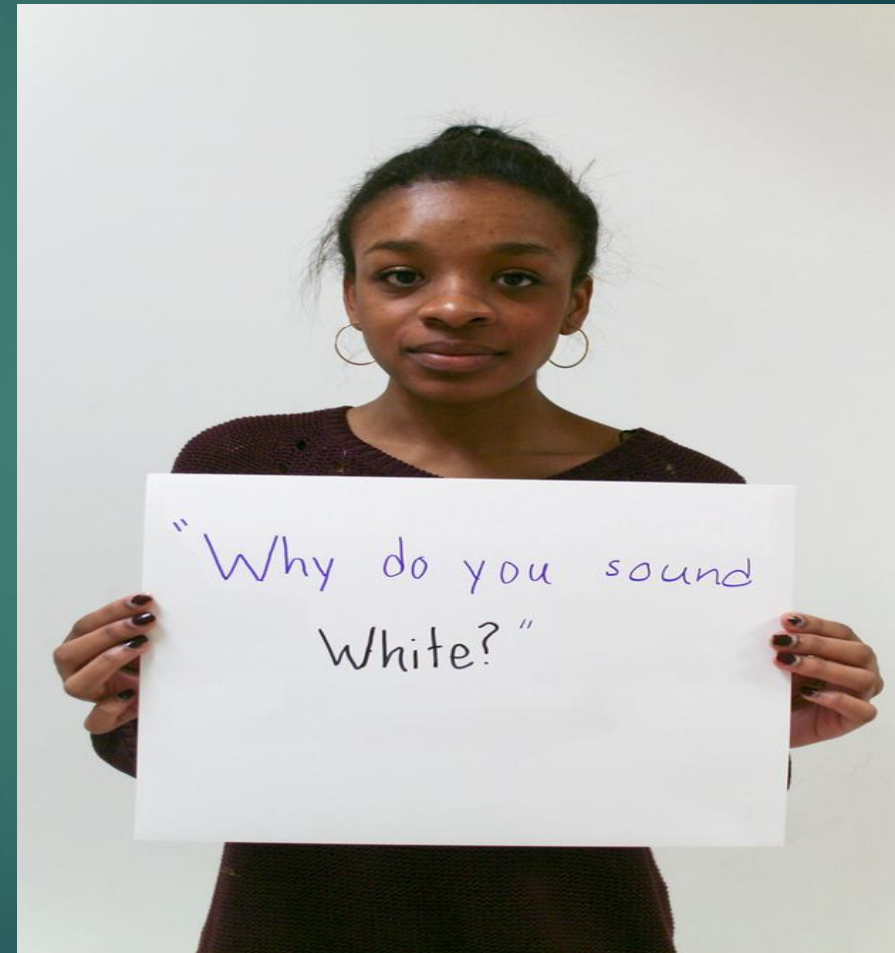
What does it mean to use inclusive language?

- ▶ We use inclusive language not because we're politically correct, but because it's accurate, fair, respectful and necessary. Inclusive language simply means **language that avoids marginalizing people who are already marginalized**. It's language that is accessible and meaningful to a wide audience.

Forms of non-inclusive language

- ▶ **Stereotyping:** means presuming a range of things about people based on one or two of their personal characteristics such as their appearance, apparent intelligence, personality or character, or their gender, sexual orientation, race, ethnicity, age, location, socioeconomic status or disability. Stereotypes are usually used in a negative way and are often evidence of prejudice against others. Even when a remark or action based on a stereotype is not based on a conscious prejudice it can still be hurtful and cause harm or damage to the person.
- ▶ **Microaggressions:** Brief and commonplace daily verbal, behavioral, or environmental indignities. That are intentional or unintentional And communicate derogatory, or negative slights and insults toward people of diverse backgrounds

Microaggressions





Strategies for Inclusive Language

Race, ethnicity, and religion

- ▶ Avoid using words, images, or situations that reinforce racial, ethnic, or religious stereotypes (even stereotypes that may appear to be positive). Avoid the term *non-white*, or other terms that treat whiteness as a default.
- ▶ Don't make assumptions: ask how people identify themselves, and be aware of complexities within racial, ethnic, and religious identities. For example, not all Arabs are Muslim, and many nationalities and ethnicities include various religious practices and traditions.
- ▶ When referring to a person's race or ethnicity, use adjectives, not nouns (for example, a *Hispanic person*, not a *Hispanic*).

Gender

- ▶ Avoid using *he* as a universal pronoun; likewise, avoid using binary alternatives such as *he/she*, *he or she*, or *(s)he*.
- ▶ Unless the gender of a singular personal antecedent is otherwise specified, use the gender-neutral singular pronouns *they*, *them*, *their*, and *theirs*.
- ▶ When referring to any individual, respect that individual's chosen pronoun usage, or lack thereof.
- ▶ Use *different* sex instead of *opposite* sex (because this recognizes gender as a spectrum, rather than a binary).
- ▶ We support using *they* or *their* as singular pronouns.
- ▶ Avoid *guys* as a way to refer to mixed-gender groups.
- ▶ Don't make assumptions about marital or family relationships (for example, use *spouse* or *partner* instead of *husband* and *wife*; use *parent* instead of *mother* and *father*).

Some Usage Examples for Gender:

**Exclusionary
(binary):**

Every cast member
should know **his or
her** lines by Friday.

**Inclusive (any
gender):**

Each cast member
should know **their**
lines by Friday.

**Inclusive (student
whose chosen
pronouns are *they/
them / theirs*):**

Alex needs to learn
their lines by
Friday.

**Exclusionary
(binary):**

Each should wait
until **he / she** is
notified of **his / her**
test results.

**Inclusive (any
gender):**

Each should wait
until **they** are
notified of **their** test
results.

**Inclusive (student
whose chosen
pronouns are *they/
them / theirs*):**

Janani should wait
until **they** are
notified of **their** test
results.

Age

- ▶ Avoid referring to someone's age, unless it's relevant to what you're writing about (for example, when referring to benefits that are available to people of certain ages).
- ▶ Don't use women or older relatives as substitute for *novice* or *beginner*. For example, don't say something is so simple your mother can use it.
- ▶ We prefer *older person* or *senior* to *elderly*.

Nationality

- ▶ Avoid using *citizen* as a generic term for people who live in the United States. Many government programs serve non-citizens and individuals with a wide range of immigration and visa statuses.
- ▶ How you refer to the public is largely dependent on context. Feel free to choose from any of these words: *people*, *the public*, *users*, or *folks*.
- ▶ Be as specific as possible. Depending on the situation, you may want to say something like *people who need healthcare* or *people who need to access government services online*.
- ▶ Use *citizens* for information related to U.S. citizenship, for example, when describing who is eligible to vote in federal elections.
- ▶ Be careful with *Americans* or *the American public*. These terms are ambiguous and are often used as synonyms for *citizens*. In most cases, *the public* is equally clear and more inclusive.
- ▶ Avoid racially charged, dehumanizing language (e.g. "illegal "when describing immigrants).

Ability and disability

- ▶ Every person is a whole person — no matter how they interact with the world. Focus on what they need to do, what tools they use, and avoid making assumptions. If a person's situation, medical condition, illness, or injury is relevant to the content, be as specific as possible and avoid inserting value judgements about their circumstance (for example, use *has multiple sclerosis*, not *is afflicted with* or *suffers from*).
- ▶ Avoid describing people as *disabled*, *handicapped*, or *confined to a wheelchair*.
- ▶ Avoid terms that contribute to stigmas around disability or mental illness: *crazy*, *dumb*, *lame*, *insane*, *psycho*, *schizophrenic*, or *stupid*.
- ▶ Avoid terms that contribute to stigmas around sensory disabilities: *blind spot* or *tone deaf*.

Inclusive language is:

- ▶ More than being Politically Correct
 - ▶ Professionally competent
 - ▶ Personally conscious
- ▶ Remember that what you say can have a lasting impact. Your Words have power!
- ▶ Impact vs. Intent
- ▶ Communicating with respect

References

- ▶ 2015 Race forward Race reporting guide, the Center for Racial Justice Innovation.
- ▶ 2019 The Diversity Style Guide
- ▶ [Guidelines for Inclusive Language | Linguistic Society of America](#)
- ▶ <https://www.linguisticsociety.org/resource/guidelines...>
- ▶ [18F Content Guide - Inclusive language](#)
- ▶ <https://content-guide.18f.gov/inclusive-language>



Thank You

Valerie C. Dudley, Ph.D.

Director of Multicultural Education and Training
Office of Institutional Diversity, Equity,
Advocacy and Leadership
v.dudley@temple.edu