

Socially and Culturally Sensitive Communication

Man does many things to stop soil from eroding.

He tries to conserve or protect the soil.

Man cannot do much about stopping an earthquake or flood.

Man plants trees and bushes to act as barriers against the force of wind.

Man improves the quality of soil by manures and fertilizers

Speech language should be culturally sensitive, unbiased, simple, concise, concrete, and vivid

Cultural Sensitivity

A conscious attempt to be considerate of cultural beliefs, norms, or traditions that are different from one's own

Biased language

Language that relies on unfounded assumptions, negative descriptions, or stereotypes of a given group's age, class, gender, or geographic, ethnic, racial, or religious characteristics; also includes language that is sexist, or ageist

Sexist Pronouns

The exclusive use of he, she, him, her, when talking about both men and women*

Importance of being sensitive in communication

Plain Wrong

Unprofessional

Unethical

Diversity as good for business:

- **Fierce global competition - people of various cultures and nationalities are customers, competitors, employees**
- **Enriched business decisions, new markets - teams with a mixture of gender, racial and ethnic backgrounds produce multidimensional and innovative decisions**
- **Recruiting advantage and talent**

"In order to ensure that we are competitive with anyone in the global marketplace, we have to be sure that we're getting the best help we can. If you exclude any particular group, by gender, race, or religion, you would be excluding the person who's going to discover the next blockbuster product or someone who can contribute in another meaningful way in marketing, engineering or elsewhere "

ALCOA, American Cyanamid, AT&T Bell Laboratories, Corning Inc., Dow Chemical Company, DuPont, Hewlett Packard Company, IBM Corporation, ICI Americas Inc., Intel, Microsoft, NCR, Polaroid Foundation, Union Carbide Corporation, United Technologies, Westinghouse, Weyerhaeuser, Advanced Micro Devices, Eastman Kodak, Lockheed Martin Control Systems, Microsoft, Mobil, Polaroid Foundation, Primex, GDE Systems, Phillip Morris Companies, Northrup Grumman, Westinghouse, Xerox, Unilever

HP: Carly Fiona

329170: Security Update (Windows 2000)

Download size: 1.1 MB

A security vulnerability has been identified that could allow an attacker to disrupt a facility by which security settings are applied to Windows-based computers in a corporate network. This could allow the attacker to loosen settings on his or her own computer or impose tighter ones on someone else's. Network administrators can help eliminate this issue by installing this update.

By being more aware of the words that you use, what you're actually doing is building rapport with the other person, acknowledging their point of view and creating an environment of mutual respect. A great way to do business.

Random House Webster's College Dictionary: guiding people in the avoidance of offensive terms, inclusion in the 1991 edition (and all subsequent editions) of an essay on Avoiding Insensitive and Offensive Language; created new usage notes and more strongly worded labels for over 300 offensive terms, and replaced traditional definitions with usage-style definitions that avoid equating the term with the person.

Dan Seidman, author of "The Death of 20th Century Selling,"

How a South Florida salesman lost a sale by trotting out a stereotype.

A would-be customer was just about to buy an anti-hurricane film for the windows of his home when Seidman said the salesman offered up some advice: "I would recommend a very light tint for you. You don't want a shiny reflective color, since only low-class people like Haitians and Cubans like that."

The customer's wife was Cuban.

When the sales manager called to offer a new sales rep, the customer simply handed the phone to his wife, who proceeded to have an "entertaining time yelling at him," Seidman said.

A senior executive of a popular cereal company, in his zeal to sell his product and compete with the traditional Indian breakfast, is reported to have stated: ‘Indian breakfasts are fatty and inferior.’

Needless to say, this attracted significant negative attention in the media hurting sales

Union carbide: Indian lives are not worth as much as the lives of others.

“The price is worth paying”.

Collateral Damage

Language can, intentionally or not, cause offense or perpetuate discriminatory values and practices by emphasizing the differences between people or implying that one group is superior to another

Be aware of the possible consequences of the words they choose.

Before looking at the words themselves, it is important to note that offensive or insensitive speech is not limited to a specific group of words.

One can be hurtful and insulting by using any type of vocabulary, if that is one's intent.

In most cases it is easy to avoid blatantly offensive slurs and comments, but more subtle bias are an inherent part of our language or a habit of a lifetime and are much harder to change.

Professional bodies and journals: IEEE

Insensitive use of language can send discriminatory or negative messages to other people:

can affect learning, self-esteem, and career choices

In a business environment, interactions with co-workers and relationship with clients can be affected

So need for some general guidelines for using written and spoken language that are diversity- and culture sensitive

Gender

Scientific communications (articles, presentations, etc.) should be free of implied or irrelevant evaluation of the sexes

Sexist communication is not logical or accurate

Some adjectives connote bias: e.g., ambitious men and aggressive women

Some signify that gender in some way makes a difference: e.g., male secretary, female manager

Race, Ethnicity and National Origin

Styles and preferences for words referring to ethnic and racial groups change over time

Sometimes even members of a group disagree about the preferred name at a specific time

Ask/learn the most acceptable current terms and use them

In graphics, photos and examples, show people from all racial and ethnic backgrounds.

Disabilities

A person is not a condition;

Place the person before the disability: Use "person with a disability" rather than "disabled/handicapped person."

Age

Older people are human beings too

Younger people may be mature

Use Language to Build Credibility

Language usage builds or destroys trust

By being appropriate, accurate, and showing conviction for your topic, you demonstrate trustworthiness

Sexism is the most difficult bias to avoid

Convention of using man or men and he or his to refer to people of either sex

Giving descriptions of women in terms of age and appearance while describing men in terms of accomplishment

Language and communication

Monitor language and materials - gender sensitive

Gender inclusive terms or non-gender specific terms

Use of examples - all can empathise with

Avoid generalizations

Consensus versus debate: discussion, debate, collaborative learning, consensus building

Avoid gender-specific phrasing

Use "Employees should read their packets carefully," and not "Each employee should read his packet carefully."

**Or use pronoun pairs: "Each employee should read his or her packet carefully."
(Sometimes, revert the order: "he/she" can be "she/he" or "he or she" can be "she or he.")**

Or avoid use of pronouns altogether: "Each employee should read the packet carefully."

Practice of using *he* and *man* as generic terms poses a common problem

***He* and *man* used generically can mislead the audience**

Research shows that average reader's tendency is to imagine a male when reading *he* or *man*, even if the rest of the passage is gender-neutral

Therefore, you cannot be sure that your reader will *see* the woman on the job if you refer to every technician as *he*, or that your reader will *see* the woman in the *history of man*.

In scientific and technical writing, any ambiguity is unacceptable.

PROBLEM: By using *he*, *his*, or *him* as a generic pronoun when the referent's gender is unknown or irrelevant, the writer misrepresents the species as male

***Solution 1:* Write the sentence without pronouns. Avoid conditional structures, generally introduced by "if" or "when," which often require the use of pronouns.**

Original: “If the researcher is the principal investigator, he should place an asterisk after his name”

Solution 2: Use gender-specific pronouns only to identify a specific gender or a specific person

Original: Repeat the question for each subject so that he understands it.

Gender-fair: Repeat the question for each male subject so that he fully understands it.

Solution 3: Use plural nouns and pronouns if they do not change the meaning of the sentence.

Original: Repeat the question for each subject so that he understands it.

Gender-fair: Repeat the question for all subjects so that they understand it.

Solution 4: **Original:** The driver should take his completed registration form to the clerk's window and pay his license fee

Gender-fair: You should take your completed registration form to the clerk's window and pay your license fee

Original: The principal investigator for this report has appended data tables to his summary.

Gender-fair: I have appended data tables to the summary of this report.

Solution 5: Use a double pronoun, i.e. s/he, he or she, he/she, him and her

Original: Each supervisor will be at his workstation by 8 a.m

Gender-fair: Each supervisor will be at his or her workstation by 8 a.m

Solution 6: Use an article instead of a possessive pronoun as a modifier.

Original: After filling out his class schedule, the student should place it in the registrar's basket

Gender-fair: After filling out a class schedule, the student should place it in the registrar's basket

Solution 7: Sparingly use the passive voice.

Original: If a student wishes to avoid sex bias in his writing, he should examine these alternatives.

Gender-fair: These alternatives should be examined by any student who wishes to avoid sex bias in writing.

PROBLEM: By using *man* as a generic noun to represent groups that include women, the writer misrepresents the species as male.

Solution 1: Use *human, person, mortal*, and their variations: *humankind, humanity, human beings, human race, and people*.

Original: The effect of PCBs has been studied extensively in rats and man.

Gender-fair: The effect of PCBs has been studied extensively in rats and humans.

Solution 2: Use a more descriptive or inclusive compound word: workmen's = *workers'*; man-sized = *sizable, adult-sized*; chairman, chairwoman = *chair, chairperson, presider, convener*.

Original: The governor signed the workmen's compensation bill.,,
US Constitution states that "all men are created equal"
Gender-fair: The governor signed the workers' compensation bill.

She / He

S/he

She or He

Amartya Sen, TOI Editorials

Replacing the pronoun *he*

Like *man*, the generic use of *he* can be seen to exclude women.

1. Avoid This

When a driver approaches a red light, he must prepare to stop.

Use This Instead

When drivers approach a red light, they must prepare to stop.

2. Avoid This

When a driver approaches a red light, he or she must prepare to stop.

Use This Instead

When approaching a red light, a driver must prepare to stop.

gendered noun

Man, mankind, man-made, common man, man to man, chairman, policeman, steward, stewardess, man in the street / common man,

Dear Sir

gender-neutral noun

person, individual, people, human beings, humanity, machine-made, synthetic, the average (or ordinary) person, to staff, chair, chairperson, coordinator, police officer, flight attendant, lay person / ordinary person/ common person, Dear Sir or Madam:, Dear Editor:, Dear Service Representative:, To Whom it May Concern:

Bias-Free Language - Alternative Phrases

When you see....	Consider these alternatives and the meaning
businessman	business person, executive, shopkeeper, business executive (be specific, e.g., stockbroker)
chairman	chair, chairperson, chairman or chairwoman, department head, moderator, coordinator, facilitator, director, presiding officer
councilman	council member
craftsman	artisan, skilled worker, crafts person
crewman	crewmember
daughters (nuclear)	radioactive decay products
draftsman	drafter
forefather	founder, originator, ancestor
grandfather clause	(In legal terms, "grandfather clause" needs to be used.) escape clause, exception clause
journeyman	trade worker (in labor law or in trade, leave the term as written)
layman	layperson
man	person, human, individual, people, humanity, humankind, human being
(to) man	staff, operate, work
mankind	humans, humanity, humankind, human race
manmade	artificial, constructed, handmade, synthetic, made, fabricated, hand-built, machine-made, created, manufactured, produced, customer-made, simulated
manpower	personnel, staff, workforce, available workers, human resources, workers, employees, labor, labor supply/force, staffing
man-days	work-days, worker-days, staff-days
manhours	work-hours, worker-hours, staff-years
man-rem	person-rem
newspaperman	news reporter
salesman	sales clerk
spokesman	representative, spokesperson, speaker, advocate, proponent, agent, proxy, negotiator, keynoter, speechmaker
watchman	watch, guard, patroller
weatherman	weather forecaster, weather person
workman	worker, staff, crewmember
workmanlike	professional, skilled

Using gender-neutral terms for occupations, positions, roles,

Terms that specify a particular sex can unnecessarily perpetuate certain stereotypes when used generically.

Avoid This Use

anchorman

businessman

chair,

fireman

forefather

housewife

layman

postman

policeman

salesman, saleswoman,

salesgirl

spokesman

stewardess, steward

This Instead

anchor

**businessperson, executive, manager, business owner,
retailer, etc. chairman**

chairperson

firefighter

ancestor

homemaker

layperson, nonspecialist, nonprofessional

mail or letter carrier

police officer or law enforcement officer

salesperson, sales representative, sales associate,

spokesperson,

flight attendant

Race, Ethnicity, and National Origin

Some words and phrases that refer to racial and ethnic groups are clearly offensive.

Other words (e.g., *Oriental*, *colored*) are outdated or inaccurate.

Avoid This

Negro, colored,
(generally
Oriental, Asiatic

Indian *Indian*

come

American, and

Hopi) are

to the native

hemisphere. Eskimo Inuit,

native (n.) native peoples, early

aboriginal peoples (but not *aborigines*)

Use This Instead

Afro-American black, African-American
preferred to Afro-American)

Asian or more specific designation such as Pacific
Islander, Chinese American, Korean

properly refers to people who live in or

from India. *American Indian*, *Native*

more specific designations (*Chinook*,

usually preferred when referring
peoples of the Western

Alaska Natives
inhabitants,

Asian, Asian American

Talking about those of Asian origin: Is your reference really about all Asians or only about East Asians and/or Southeast Asians?

An American reporter might write about the "Chinese New Year being important to Asians in the U.S." South Asians are a part of the Asian American community, and they don't care about Chinese New Year.)

Asian Crisis

Dalit (capitalized): More respectful and current term for castes once called "untouchables." Gandhi used Harijan ("children of God") to refer to these castes.

Scheduled Castes or SCs

Madras:

slurs

Some words commonly used to describe a community that are considered offensive. Among them: "dothead," "Paki," "towel-head." Do not use under any circumstances.

Festivals and other Cultural aspects

Age

Concept of aging is changing: people are living longer and more active lives

**Be aware of word choices that reinforce stereotypes (decrepit, senile);
Avoid mentioning age unless it is relevant**

Avoid This

elderly, aged, old, geriatric,

Use This Instead

**the elderly, the aged older person,
senior citizen(s), older people,
seniors**

Avoiding Depersonalization of Persons with Disabilities or Illnesses

Terminology that emphasizes the person rather than the disability is generally preferred

***Handicap* is used to refer to the environmental barrier that affects the person
(Stairs handicap a person who uses a wheelchair.)**

***crazy, demented, and insane:* used in facetious (silly, stupid) or informal contexts**

***Challenged, differently abled, and special* are preferred by some people, but are often ridiculed and are best avoided**

Avoid This

Mongoloid

wheelchair-bound

AIDS sufferer,

AIDS victim

**but does
AIDS)**

polio victim

crippled

description

Use This Instead

person with Down syndrome

person who uses a wheelchair

person afflicted with AIDS,

**person living with AIDS, P.W.A., HIV+,
(one who tests positive for HIV
not show symptoms of**

**has/had polio, the handicapped, the
disabled,**

**persons with disabilities or person who
uses crutches or more specific**

Avoiding Patronizing or Demeaning Expressions

Expressions which can offend, regardless of intention. References to age, sex, religion, race, and the like should only be included if they are relevant.

Avoid This

**girls (when referring to adult women),
the fair sex, old maid, bachelorette, spinster**

boy

Use This Instead

**women, single woman,
woman, divorced woman
(but only if one would
specify "divorced man" in
the same context)
(when referring to or
addressing an adult man)
man, sir**

Avoiding Language That Excludes or Unnecessarily Emphasizes Differences

References to age, sex, religion, race, and the like should be included only if they are relevant

Avoid This

**lawyers and their wives
a secretary and her boss

her boss
the male nurse
Muslim / Hindu man denies riot charge
the articulate black / dalit student
Marie Curie was a great woman scientist
great**

Use This Instead

**lawyers and their spouses
a secretary and boss, a
secretary and his or

the nurse
Man denies assault charge
the articulate student
Marie Curie was a
scientist**

Checklist

To ensure that you've used gender savvy and culturally sensitive language in your piece of writing, try asking yourself the following questions:

Have you used "man" or "men" or words containing one of them to refer to people who may be female? If so, consider substituting another word. If you have mentioned someone's gender, was it necessary to do so? If you identify someone as a female architect, for example, do you (or would you) refer to someone else as a "male architect"? And if you then note that the woman is an attractive mother of two, do you mention that the man is a muscular, handsome father of three? Unless gender and related matters - looks, clothes, parenthood - are relevant to your point, avoid them

Do you use any occupational stereotypes? Watch for the use of female pronouns for nurses and male ones for scientists

Do you use language that in any way shows a lack of respect for either sex?

Have you used "he," "him," "his," or "himself" to refer to people who may be female?

Use culturally sensitive language in oral and written communication

Writing and speaking for the Ear

4. Using Language to Share Meaning

5. Using Language to Build Credibility

6. Using Language to Create a Lasting Impression

<http://unesdoc.unesco.org/images/0011/001149/114950mo.pdf>