



LEARNING AND TEACHING CONFERENCE

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SAY IT RIGHT: LINGUICISM

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SAY IT RIGHT

We are asking staff and students with non-English sounding names to send us a short 30sec max video to dsucomms@dmu.ac.uk, this should include (their name, pronunciation, the meaning of their name).

My name is...

That is pronounce...

The meaning of my name is...

<https://youtu.be/qCwZr4qmj94>

Ice breaker

Introduce yourself with the meaning of your name or why you were named that. Short 20 secs. Type or put your hand up.

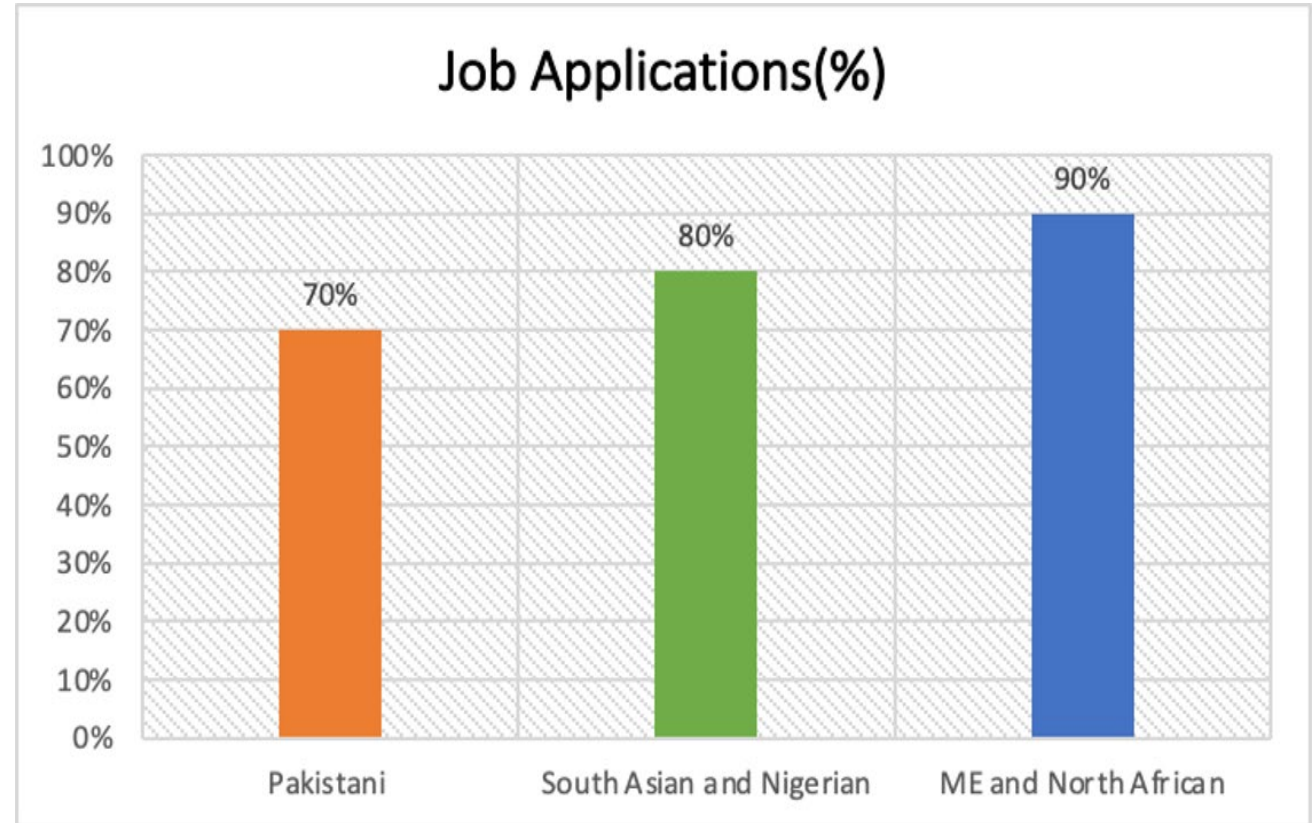
Linguistic discrimination

- is unfair treatment which is based on use of language and characteristics of speech, including first language, accent, size of vocabulary (whether the speaker uses complex and varied words), modality, and syntax.
- Name discrimination is discrimination based on someone's name.

Introducing Linguicism: Brief History

- Colonisation gave rise to a language hierarchy (Brenzinger 1992).
- Naming practices by European colonisers served to inject a sense of shame and legacy of inferiority. (Eames 2019).
- Colonisers assigned new names or even left people nameless, as a way of subjugating and committing them to perpetual servitude (Fitzpatrick 2012).

In comparison to their white counterparts, on average other ethnic groups are sending in 80% more job applications because of their names(BBC, 2018)



Naming Practices

The way some cultures give names:

- **personal name, middle name, family name**
- **father's personal name:** as a component of a child's full name;
- **patronymic:** name derived from personal name of father i.e. Johnson or MacDonald;
- **grandfather's personal name:** as a component of a grandchild's full name;
- **Mother's paternal family name**
- **(honorific) title:** a name or title given to, or used by, a person as a mark of status or respect;
- **religious name:** a name or title given to, or used by, a person according to the tradition of the person's religion.
- **Clan name**

Part 2

Muhamad, Mohamed,
Muhammad, Minemed,
Mahomet, Muhamed

SPELL MY NAME CORRECTLY

Anpu, Anbu

Nicholas, Nickolas,
Nicolas, Nikolas

Tristan, Tristen, Tristian, Tristin,
Triston, Trystan

Tingzhe

Dingxiang

Charlie, Charli, Charlee,
Charly, Charleigh

Makayla, Mckayla,
Michaela, Mikaela,
Mikayla

Bolade

Olawumi

Transliteration

In some cultures, different names are spelt in different ways or sound different. For example, Louis in French is pronounced differently to Louis in English.

ض (*dād*)



GB

www.emmasaying.com

Sounds/Letters

- Some sounds do not exist in the English language. For example: in Arabic, Chinese, Yoruba, these sounds do not exist in English
- How do we get around this?

Alex Li
Confucius Teacher
DMU





Exercise

- John Boyega
- Hassan Minhaj
- Muhammed Ali
- DJ Khaled
- Lupita N'yongo
- Saoirse Ronan

Exercise

- John Boyega - John **G**bo-ye-ga - (Gbo- Yey-Ga)
- Hassan Minhaj - **H**assan Min**H**aj - (Min Haj)
- Muhammed Ali - Mu-**H**am-Med - (Mu-Ham-Mud 7li)
- DJ Khaled - **K**ha-led - (Kha-lid)
- Lupita N'yongo - **L**u-pita **N'**-Yong-**O** - (LOO-pita Nee-yong-OH)
- Saoirse Ronan - Saoir-**se** Ro-nan - (SUR-sha Ro-nan)

What you should NOT SAY:

"I'm never going to remember that"

"Do you have something shorter for that?"

"Can I just call you ____ instead?"

"What is your *real* name?"

What you should NOT DO:

Tapping the person

Pointing

Replacing their name

What should SAY :

"Nice to meet you, Kaozara"

"I really want to make sure I say your name correctly, can you teach me?"

"Forgive me, could you remind me..."

What you should DO:

Double check the name spelling

Correct other people

Ask for accents and tone markers

PART 3

**DISCUSSION: THINK OF WAYS
NAME DISCRIMINATION MIGHT OCCUR
IN HE?**

**HOW DO YOU THINK THIS IMPACTS
STUDENTS AND STAFF?**

SCENARIO 1



You're a personal tutor and you're in a meeting with your tutee. In the last meeting, the student corrected you several times for saying their name wrong. You don't remember how to correctly pronounce their name.

What could you do?

SCENARIO 2



A colleague has confided in you that other staff are getting their name wrong. It started with it spelled incorrectly in an email and now they are saying the wrong name. They have corrected them once, but it has continued.

What can you suggest?



**THANK YOU FOR
LISTENING!**

ANY QUESTIONS