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Your audience is not just you. Different people from all walks of life will hear what you have to say, especially in diverse areas such as the Bay Area, so a check-in on your communication habits can be helpful.

This check-in is often termed as using “politically correct” language, but this practice of checking in on your communication is more complex than the simple term implies. The tips offered in this handout will help you avoid causing real discomfort or alienation to the people you are communicating with, regardless of the situation.

Nobody is perfect. If you find yourself doing the things that this guide advises against, remember that these are common issues that anyone can work to change.

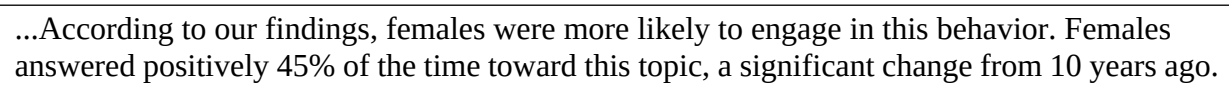
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One common pitfall is gearing your writing toward other people like you. This problem is something that anyone can find themselves guilty of. As one example, some young men have a tendency to assume their audience consists of other young men. Writing or speaking to one another with endearing terms like *bro* is fine, but be wary of accidentally expecting everyone in your audience to also be a man.

Many activities, workplaces, classrooms, and other spaces have a certain demographic associated with them. In some cases, you may look around the room to see what kinds of people you are speaking to and rely on that to

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