

## **Appropriate language and promoting respect for other people**

**Monday, 9 October 2017, Glasgow (9:30am – 4:00pm)**

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### **Course outline**

This course provides a critique of the political correctness agenda yet demonstrates how language use is critical to treating other people with respect. The nature of language is examined and how linguistic meanings change and evolve naturally through time. Appropriate language covering the protected characteristics and social class is explored, in particular how language is critical in promoting equality values and social inclusion.

### **Who is the course for?**

This course is of particular relevance to staff working in the public and voluntary sectors, for example, housing and health services. It is of particular use to policy officers who are developing their equality strategies. Indeed, this course shows how an appropriate language policy is essential if mainstreaming of equality objectives are to be met in practice.

### **Course programme**

#### **Agenda**

1. Introduction
2. Quiz
3. Language use and the regulatory framework
4. Language use and discrimination
5. Political correctness: a rationale critique
6. The social model of disability
7. Appropriate language policy and procedural development
8. Group exercise
9. Course evaluation

### **Course tutors**

Doctor Stewart Montgomery and another specialist in language and/or equality themes will deliver this course.

## **General information of course issues covered**

### **Quiz**

The first session starts discussions through a language quiz that focusses on key equality themes.

### **Language use and the regulatory framework**

Links between language and regulatory standards (law and guidance) are explained to show how language use is critical for business reasons and customer service relations.

### **Language use and discrimination**

This is a theoretical session that shows how language is used to promote negative – or positive – views about other people. It also shows how language has been used to create negative views about other people (“stereotyping”) and the necessity of thinking critically about language that we use.

### **Political correctness: a rationale critique**

Political correctness is an extremely negative perspective of language use and this session analyses why it must be challenged and replaced with a positive language culture.

### **The social model of disability**

The social model of disability is the model promoted by the Equality and Human Rights Commission and this session explores how language can be used to promote positive attitudes towards disabled people.

### **Appropriate language policy and procedural development**

This session outlines the documentation and steps that organisations should take to mainstream appropriate language commitments throughout organisational practices; this is part of an equality action plan.

### **Group exercise**

The final session involves group work assessing a range of language terms in respect of the protected characteristics and social class. This session encourages staff to speak openly and not be wary of words that they use.

**Course venue:** GCIL Equality Academy, Red Tree Business Suites, Suite 1.16  
33 Dalmarnock Road, Glasgow, G40 4LA.

**Cost:** £175 (refreshments and lunch provided).

For further information on the course, please contact  
[equalityacademy@gcil.org.uk](mailto:equalityacademy@gcil.org.uk) or 0141 375 0464.