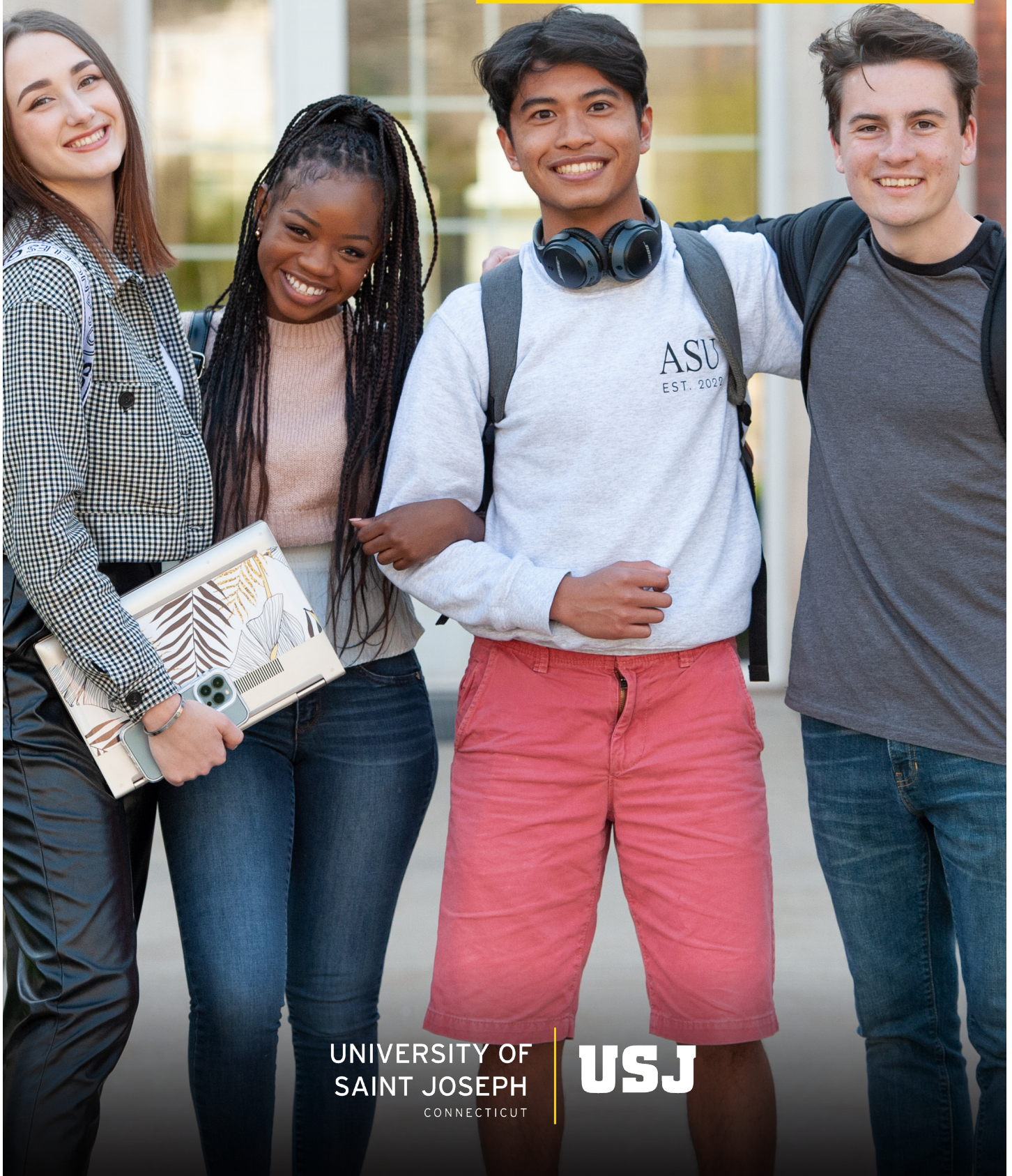


The University of Saint Joseph **DIVERSITY STYLE GUIDE**



UNIVERSITY OF
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The University of Saint Joseph

Diversity Style Guide

This style guide at times calls out specific language that is NOT to be used. We're including the language here for clarity, not because it is acceptable.

Race and ethnicity are not the same. Race is a social construct that has historically been used to classify human beings according to physical or biological characteristics. Ethnicity is something a person acquires or ascribes to and refers to a shared culture, such as language, practices, and beliefs.

Further, consider carefully when deciding to identify a person by race. Often, it is an irrelevant factor and drawing unnecessary attention to someone's race or ethnicity can be interpreted as bigotry. Use AP Stylebook guidance for examples of when race is pertinent.

In this style guide, we attempt to provide basic guidance on style for:

- African American / Black (the B in Black is capitalized per AP style; African American is not hyphenated per AP style)
- Hispanic / Latinx/o/a and related terms (Hispanic is an ethnicity, not a race. Hispanics/Latinos can be of any race.)
- Asian American and Pacific Islanders and related terms (no hyphen)
- American Indian and related terms (no hyphen)
- White (the w in white is not capitalized, per AP style)

Editor's note: Given the complexity and evolving nature of this topic, we will continually update this section so it is as current, inclusive, and useful as possible. **Please send questions and suggestions for additions and changes to marketing@usj.edu.**



General Writing Guidelines:

- Focus on the person—their achievement, their leadership, their scholarship, their research, etc.—not their race and ethnicity.
- Ensure that headlines, images, captions, and graphics are fair and responsible in their depiction of people of color and coverage of issues.
- Use racial and ethnic identification when it is pertinent to a story and use it fairly, identifying white individuals if people of other races/ethnicities are identified.
- Avoid stereotypes.
- If you are including a person's race in the content you're creating, be sure it is necessary to mention it, and ask the person how they prefer to be identified.
- Many BIPOC (Black, indigenous, and people of color) are told that their names are too complicated or too difficult to pronounce. Use the name that the subject asks you to use and do not ask to use a nickname instead. Also, be sure to include any accents or diacritics in the person's name rather than removing them to better align with English characters.
- Example: Use señora instead of senora, and Nguyễn instead of Nguyen.

Ages:

Avoid use of the word “boy” or “girl” for people over the age of 12, or if age is not known. Use “child” or “young man” or “young woman” instead.

Do not use the word “boy” to describe Black males over the age of 12, unless absolutely necessary, due to negative historical connotations.

Asian, Asian American:

When writing about someone or a group of this background, it usually makes more sense to refer to a specific background—e.g., Japanese, Korean, Thai, Chinese, Indonesian, Filipino. Use that term rather than a collective noun.

Asian and Pacific Islander American (APIA): This is the preferred term to use, versus Asian American and Pacific Islander (AAPI), or Asian American and Pacific Americans. The latter is considered correct, but for consistency's sake, USJ recommends the preferred use.

South Asian: This collective term refers to people

from Pakistan, India, Bangladesh, Afghanistan, Bhutan, Maldives, Nepal and Sri Lanka. Desi American is a term commonly used by people from India, but not by all South Asians.

American Indian, Alaska Native, Hawaiian Native, Native American, Native People, Indigenous People: The most inclusive and accurate term to use to refer to those who inhabited land that became the United States (or, previously, territories) is American Indian and Alaska Native (AIAN).

You may also see the terms:

Native People(s)

First People(s)

First Nations

Tribal Peoples

Tribal Communities

Indigenous People(s)

The person may prefer that you refer to them by their tribal specific nation. American Indians and Alaska Natives/Hawaiian Natives have distinct political and cultural identification constructed in and through treaties, executive orders, and the Constitution. American Indian and Alaska Native/Hawaiian Natives' cultural identification is place-based, diverse, and informed by the practices of their culture (e.g., language, singing, dancing, ceremonies).

Hispanic, Latino/a, Latinx, Latin@, Chicano/a:

Latinx/o/a is increasingly used and is the standard descriptor at USJ, unless the individual or people prefer another term. While it is common to see Hispanic and Latinx/o/a used interchangeably, they are not synonymous. Hispanic generally refers to people with origins in Spanish-speaking countries.

Latinx: Pronounced “La-teen-ex,” Latinx is a gender-neutral term sometimes used in lieu of Latino or Latina for people of Latin American heritage. For those who identify with two or more Latin American cultural or racial identities, Latinx is a term that is all-inclusive.

In some cases, Hispanic people also identify as Latinx/o/a and vice versa. Generally, people from Brazil or Haiti do not identify as Hispanic but may identify as Latinx/o/a.



Avoid the term *Latin* unless it is a reference to Latin America.

Latina(s) is appropriate for individuals who identify as a woman/women, unless the person/people prefer *Latinx*. Follow the preference of the person/people in all cases.

Chicano/a is a term that refers to Americans of Mexican ancestry.

The Chicano movement includes a focus on being of Mexican ancestry *and having indigenous roots*. The legitimacy of this identity is contested, as many people who identify as Chicano/a claim to have indigenous roots but cannot name their family's tribe/nation and are not connected to or affiliated with the tribe/nation. It's also important to note that Chicano/a isn't merely a term, it's a sociopolitical identity, so it shouldn't be placed on people without them claiming it first.

In all, you should practice extreme caution when using Chicano/a. A better term to refer to Americans of Mexican ancestry is simply Mexican-American.

Be sure to ask the individual/group how they prefer to be identified. The individual may prefer, for example, a gender-inclusive and neutral term, like *Latinx* or *Latin@*, or the broader term, like *Afro-Latino*. (The person may identify as both African or African American or Black and Latino/a.)

Also, be aware of gender when using *Latino* and *Chicano* in your writing.

Latinidad, *Latin@*, and *Latinx* are emerging terms that may be favored by younger generations.

Examples: A person from Panama is Hispanic, but a person from Brazil is not. Actress Jennifer Lopez is Hispanic and Latina. Brazilian model Gisele Bündchen is Latina, but not Hispanic.

Note that federal policy defines Hispanic as an ethnicity, not a race. Hispanics/Latinos can be of any race.

Biracial, multiracial, and mixed:

The terms biracial and multiracial are acceptable, when clearly relevant, to describe people with more than one racial heritage, per AP Style. Avoid mixed-race, which can carry negative connotations, unless the subject prefers the term. Be sure to ask the individual/group who they prefer to be identified.

Be as specific as possible by describing a person's

heritage. Note that multiracial can encompass people of any combination of races.

International students:

Identifying a student as an international student should be done only when the designation is relevant to the content. If such identification is not relevant, the student should be identified in the same way as domestic students featured in the content.

Do not assume that all Asian students are international students or assume that all international students come from Asia.

Bisexual, Bi:

A person who has the capacity to form enduring physical, romantic, and/or emotional attractions to those of the same gender or to those of another gender. Do not use a hyphen in the word "bisexual," and only capitalize bisexual when used at the beginning of a sentence.

Black vs. African American:

First discuss if the qualifier is needed, and if so ask the subject's preference to determine which term to use (i.e. Haitian American, Jamaican American). Not all Black people are African Americans. A person also may identify specifically as African or West Indian rather than African American, such as Ghanaian, Congolese, or Jamaican. When and where a person references their nationality or region to describe their ethnicity, that should be used over a general term of Black or African American.

Both terms should be capitalized. Do not hyphenate when using African American as an adjective. Aim to use Black as an adjective, not a noun (i.e. Black community or Black people, NOT blacks). Never use the word colored or Negro as a descriptor. Likewise, Afro American is an archaic descriptor and should not be used.

Note: As Black is used to describe a distinct self-identifying community and culture, it is upper-case, while white and brown remain lower case. Instead of 'brown,' use Hispanic, Latino or a specific nationality.

African Diaspora/Dispersed Africans:

This is an academic term used to include all global communities descended from the historic migrations of peoples from Africa since the 15th century. The African Diaspora references the time period in which Africans were forcefully removed from Africa and brought to other continents, usually as slaves. These terms more broadly encompass people of African descent. The term,



modern day African diaspora, references the voluntary migration of African peoples, immigrating to the Americas and Europe. If you have information about the group or individual's country of origin, use that instead; use Nigerian, South African, Ghanaian versus African or of African descent.

Colored or coloured:

Avoid using to describe people. Describe the specific racial or ethnic group instead.

Civil Rights:

Should be capitalized when used as a proper noun (ex: Civil Rights, Civil Rights Act and Civil Rights Movement) and when referring to the era when humanizing a person in our society was at the forefront and resulted in changed laws including equal opportunity. The term remains lowercase when used as an adjective (ex: civil rights leaders).

Enslaved people:

Do not use the word "slave" in stories about slavery unless the reference is part of a direct quotation. The term "enslaved person" is less dehumanizing.

Ethnic slurs:

Do not use ethnic slurs to describe people.

Examples are: oriental, chink(y), savage, coon, monkey, ape, gringo, yank, Aunt Jemima, beaner, paddy wagon, cracker, ching chong, gypsy, gyp, kike, hymie, half-breed, jap, nip, oreo, redskin, spic, beasts, Redneck, hillbilly, uncivilized, sambo, kung flu, tarbaby, white trash, thicklips, whitey, etc. If you are unsure of a term, please do a quick internet search to see if the term is commonly recognized as a slur.

Gay:

The adjective used to describe people whose enduring physical, romantic, and/ or emotional attractions are to people of the same sex (e.g., gay man, gay people). Sometimes lesbian is the preferred term for women. Do not identify gay people as "homosexuals."

Handicapped:

Avoid using the term. Use "disability" in general, but preferably refer to the individual's disability if the subject provides a description or name.

Head coverings (doo rag/wave cap, head scarf, headwrap and hijab):

Become familiar with the difference in coverings. Avoid publishing photos of individuals wearing a doo rag, unless it is the only image provided.

- A doo rag, also known as a wave cap, is a scarf, bonnet or bandana that some Black people use when they sleep to cover their hair.
- A head scarf is a scarf worn as a protective covering over the hair at any time, not just for sleeping.
- A headwrap generally refers to a kente cloth or African print head covering. While a head scarf and headwrap are a fashion statement, a doo rag is not.
- A hijab is the head covering that many Muslims wear. A hijab has religious meaning and is a principle of modesty. It's an Arabic word.



Doo rag Head scarf Hijab

Homosexual:

Outdated clinical term considered derogatory and offensive. Do not use.

Lesbian:

A woman whose enduring physical, romantic, and/or emotional attraction is to other women. Some lesbians may prefer to identify as gay (adj.) or as gay women. Do not identify lesbians as "homosexuals."

LGBTQI:

LGBTQI pertains collectively to people who identify as lesbian, gay, bisexual, transgender, queer (or those questioning their gender identity or sexual orientation), and intersex.

Minor:

Similar to "juvenile," avoid use of the word "minor" outside of quotes, as it carries with a negative connotation often connected to crime.

Minority:

Avoid the use of "minority" as a catchall term for Black, Hispanic or Asian people outside of quotes, especially when referencing a specific person or group. In many



cities, these populations are not the minority. The term's use as an adjective, such as "minority-owned business," should also be avoided. Instead be as descriptive as possible.

Mixed:

Avoid using this term to describe a person who is biracial, unless the subject describes themselves as such. Consider using the words "biracial" or "multiracial," or describe the person's individual self-described ethnic identity.

Negro:

Avoid using Negro unless a direct quote. Instead use Black or African American (see Racist, racism, racially motivated).

The n-word or racial slur:

Only use in a direct quote, and do not spell it out. Instead put "n-word" in brackets or "racial slur" in brackets within the quote. **Example:** "I've been called [the n-word] by the cops in Philly on more than 10 occasions," actor Will Smith said.

If inserting "n-word" outside of a quote is germane to telling the story, discuss first with a supervisor.

Pronouns:

As much as possible, AP now uses they/them/their as a way of accurately describing and representing a person who uses those pronouns for themselves.

Queer:

Queer is an umbrella term covering people who are not heterosexual or cisgender and is acceptable for people and organizations that use the term to identify themselves. Do not use it when intended as a slur.

Racist, racism, racially motivated:

Use the terms racist or racism if applicable to the subject or ways of knowing. Also, it is good to note if it's a direct quote with attribution. In general, if something is racist, call it that rather than racially charged or racially motivated.

Sexual identity:

If someone's sexual identity is relevant, use the term preferred by the person, or how the person identifies themselves, if known. This includes terms not specified in this style guide, such as sexually fluid and pansexual. Always use pronouns and name preferred by the person.

Sexual orientation:

The term for an individual's enduring physical, romantic and/ or emotional attraction to members of the same and/or opposite sex, including gender-fluid, non-binary, lesbian, gay, bisexual, and heterosexual (straight) orientations. Avoid the term "sexual preference."

Transgender and other gender identities:

An umbrella term for people whose gender identity and/or gender expression differs from what is typically associated with the sex they were assigned at birth. Non-binary may also be used for people who don't relate to their assigned gender at birth. Always use pronouns and name preferred by the person. Do not use the term transsexual unless it is preferred by the person. Cisgender may be used when referring to a person who relates to their assigned gender at birth.

Resources:

<https://diversesources.org/>

<https://sources.npr.org/location/>

<https://editorsofcolor.com/diverse-databases/>

http://multicultural.com/sourcebook/experts_directory

<https://500womenscientists.org/request-a-scientist/>

Stuart Hall, "Race—the Floating Signifier," 1997

Audrey Smedley and Brian D. Smedley, "Race as Biology is Fiction, Racism as a Social Problem is Real," *American Psychologist*, January 2005

"So You Want to Talk About Race," by Ijeoma Oluo, 2019.

Asian American Journalists Association's Guide to Covering Asian America

Campaign for College Opportunity report on higher education in California and Asian American Native Hawaiian Pacific Islanders (2015)

Conscious Style Guide - Race, Ethnicity & Nationality

Diversity Style Guide, Department of Journalism, San Francisco State

Dr. Timothy Fong, Professor, Ethnic Studies / Director, Liberal Studies and Social Science Program (LSSSP) / Director and Principal Investigator, Full Circle Project, Sacramento State

Dr. Theresa Gregor, Assistant Professor, American Indian Studies, CSU Long Beach

National Association of Black Journalists Style Guide

Native American Journalists Association's Reporter's Indigenous Terminology Guide

Dr. Maythee Rojas, Professor of Chicano and Latino Studies at CSU Long Beach

Wikipedia - List of Ethnic Slurs

UI International Programs

AP Stylebook