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a few TIPS TO TACTFUL TALKERS

IN these days of super-communication, many people inadvertently use expressions or make references which offend their friends and acquaintances, or others within earshot. This happens with disturbing frequency within the framework of our every day intergroup relations contacts.

IN most instances the one using such expressions has not the slightest intent to hurt, offend or ridicule.

HOWEVER, in today's average American community, practically all racial, national and religious groups are represented.

THEREFORE, informed and courteous persons will recognize the offensive, if not devastating, implications of certain words and phrases and will make a sincere effort to refrain from using them.

HERE are a few TIPS:

1. AVOID RACIAL JOKES. Jokes which derive their humor from stereotyping or ridiculing racial and religious groups are seldom funny to members of the group involved. These types of stories are becoming increasingly distasteful to all thinking Americans.

2. PRONOUNCE THE WORD "NEGRO" DISTINCTLY. A slight phonetic coloring or slur can cause this perfectly proper word to sound like a cruel and hated epithet.

3. DON'T TALK ABOUT "COLORED MAMMY" nor use such terms as "Sambo" or "Boy" in referring to Negroes. Intelligent groups regard these as evidence of unsound racial attitudes. Such expressions may be indicative of a desire to adopt a superior-inferior relationship in areas of race relations.

4. NEVER USE RACIAL, RELIGIOUS OR NATIONALITY NICKNAMES. The use of such terms as "Darky", "Wop", "Dago", "Pickanniny", "Chink", "Greaser", "Mex", "Kike", etc., is unpardonable <u>any</u> time. Also, a Negro woman should not be referred to as a "Negress".

5. WATCH YOUR SEMANTICS. Such common expressions as "Indian Giver", "Nigger in the woodpile", "White man's time", "Free, white and twenty-one", "Chinaman's chance", "Jew me down", etc., are all the result of an unconscious belief in white supremacy or anit-Semitism, and should be studiously aboided.

6. DON'T GENERALIZE ABOUT GROUPS OR PEOPLE. Negroes are lazy; Protestants are godless; Jews are mercenary; Catholics are bigots; Indians are incompetent, etc., are blanket generalizations which are untrue, unscientific and undemocratic. Be factual. Stop repeating cliches.

7. AVOID UNNECESSARY LABELS. Avoid using group designations as "your people" or "my people". What you probably mean is "Americans" or "fellow citizens". The latter terms connote unity; the former accentuate differences.

8. USE THE SAME CRITERIA FOR EVALUATION OF ALL PERSONS. Apply the same standards of judgment to all persons regardless of race, religion or national origin. No group has a monopoly on

ability or depravity. In every group will be found a number of geniuses--and a number of scoundrels.

9. DON'T BE APOLOGETIC. Some speakers, either members of minority groups or those speaking in their behalf, are sometimes inclined to apologize for them. Be frank and honest. All groups in our nation have a responsibility to make democracy work. What is needed is equality of opportunity--not immunity from responsibility.

10. PRACTICE SPEAKING AS IF MEMBERS OF ALL GROUPS WERE PRESENT AT ALL TIMES. Who wants to make himself unpopular by careless remarks? After all, speech is a habit.

It is easy to become friendly with persons of ethnic groups different from your own--and often an enriching experience. Join an inter-racial or inter-cultural club. Help newcomers become integrated into the total life of your community. Study and support local, state and federal legislation that ensures equality of opportunity and guarantees equal rights for ALL Americans.

Above all, when you hear derogatory remarks about a race, religion or nationality, if possible, let the speaker know you disapprove of what he is saying.

It has taken courage to found and maintain our way of life. It will take courage to perpetuate it.

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