Diversity, Equity & Inclusion

Inclusive Language Guide

Be curious. Be you. Belong.

CARNIVAL UK

Welcome

The fear of saying the wrong thing can lead us to saying nothing at all. But how can we fight for a more equal world if we can't talk about what stands in our way? With that in mind, we have compiled a glossary of DE&I terms, intended as a starting point for people to further their knowledge and understanding of this area.

We believe that to understand who we are as an organisation and to gain a better insight into the diverse identities of our colleagues, it's important for us to be aware of the diversity, equality and inclusion (DE&I) terminology that is associated with individuals and groups.

The intention of this guide isn't to overwhelm you with new terms, it's simply a guide designed to help you find the right words to use. It'll mean a lot to people if you use the right terminology, but as long you're showing the right intent and engaging in conversations to help you to learn, you'll usually be treated with patience if you make a mistake.

Be curious. Be you. Belong.

CARNIVAL UK

Best Practices

Use people-first language. Use terms that focus on people rather than on the method of categorisation to ensure your language is not dehumanising. For example, use "people with mental illness" rather than "the mentally ill," "people with disabilities" rather than "disabled people," and "enslaved peoples" rather than "slaves."

Don't use adjectives as nouns. Using adjectives as nouns is not only grammatically incorrect, it is often demeaning to the people you are describing. For example, use "Black people," not "Blacks."

Avoid terms that imply inferiority or superiority. Replace terms that evaluate or might imply inferiority/superiority with non-judgmental language. For example, use "low socioeconomic status" rather than "low class," or "historically marginalised population" rather than "minority."

Be specific. When these descriptors are relevant, be as specific as possible to avoid inaccurate or generalised statements. For example, use "Dominican people" rather than "Hispanic people," or "people who use wheelchairs" rather than "people with disabilities."

General inclusion

Our Term	Meaning	Comments
Subtle Acts of Exclusion	Little comments that have a big impact. Intentional or unintentional -this does not negate the impact.	Eg. "You're very articulate" to a person of colour. While perhaps intended as compliment, suggests that you didn't expect them to be Careful with term as microaggression could be interpreted as small aggression.
Underrepresented groups	Any characteristic that is reflected in certain places or roles eg. Women in Maritime roles or People of Colour in leadership	Avoid saying 'Diverse People'. A group can be diverse, but a singular person can't be.

Be curious. Be you. Belong.

CARNIVAL UK

General inclusion

Our Term	Meaning	Comments
Intersectionality	The interconnected nature of social categorisations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage. Eg. A gay, black man is made up of many characteristics	For example, when a Muslim woman wearing the Hijab is being discriminated, it would be impossible to dissociate her female* from her Muslim identity and to isolate the dimension(s) causing her discrimination
Unconscious Bias	Unconscious bias is unconscious favouritism towards or prejudice against people of a particular ethnicity, gender, or social group that influences one's actions or perceptions.	Eg. When you think of a pilot, do you automatically picture a man? Everyone has unconscious bias, and it's great to acknowledge your own and work on dismantling.

Be curious. Be you. Belong.

CARNIVAL UK

Talking about Socioeconomic Status

When thinking about socioeconomic status, use the following tips to guide you:

- "Avoid using terms like "high class" or "low class," or even "upper class" or "lower class," because they have been used historically in an evaluative way. Also avoid "low brow" and "high brow." Instead, if you must incorporate adjectives like "high" or "low," use the term "high" or "low socioeconomic status" to avoid judgmental language.

- The word "status" (without the qualifier of "socioeconomic") is not interchangeable with "class" because "status" can refer to other measures such as popularity.

Be curious. Be you. Belong.

CARNIVAL UK

Ethnicity

Our Term	Meaning	Comments
Person/People of Colour	To describe people who are not white	At CUK we do not use the term "BAME" and "BME"
Historically marginalised ethnicities, or Underrepresented ethnicities	Underrepresented refers to a person or group of people who are insufficiently or inadequately represented. Marginalising is the act of treating someone or something as if they are not important because they don't make up the majority	We avoid using the phrase "Ethnic Minority" as it suggests irrelevance ie. They're just the minority
Ethnicity/Ethnic Groups	An ethnic group or an ethnicity is a grouping of people who identify with each other on the basis of shared attributes that distinguish them from other groups. Eg. My ethnicity is Caribbean	The word "Ethnicity" recognises more nuance in geography and shared cultures than the word "Race" which is often predominantly used in reference to the colour of an individuals skin.

Be curious. Be you. Belong.

CARNIVAL UK

Ethnicity

Our Term	Meaning	Comments
Nationality	The country where a person was born or holds citizenship of	Important to recognise difference across these areas eg. You can be British by nationality but Caribbean by Heritage. Or American by Nationality but Puerto Rican by Heritage
Heritage	Features belonging to the culture of a particular society, such as traditions, languages, or buildings	
People with a mixed ethnic background	People who identify as two or more different ethnicities	Phrases like "half-cast" or "mixed-race people" are outdated and we do not use them at Carnival UK

Be curious. Be you. Belong.

CARNIVAL UK

Ethnicity

Our Term	Meaning	Comments
Gypsies	Including English Gypsies, Scottish Gypsies or Travellers, Welsh Gypsies and other Romany people	
Irish Travellers	Travellers with Irish heritage	
Roma	From Central and Eastern Europe	
Traveller	Collective term for the above	
Latinx	A person of Latin American origin or descent (used as a gender-neutral or non-binary alternative to Latino or Latina)	Avoid gendering Latinx (e.g. Latina or Latino), and use the term Latinx as an umbrella term
Filipino (Male or collective)/Filipina (Female)	Person from the Philippines	Filipinx is not yet in common parlance outside of the US

Be curious. Be you. Belong.

CARNIVAL UK

Writing about Race and Ethnicity

When writing about race and ethnicity, use the following tips to guide you:

- Capitalise racial/ethnic groups, such as Black, Asian, and Native American. Depending on the context, white may or may not be capitalised.

- Do not hyphenate a phrase when used as a noun. Instead, use a hyphen when two or more words are used together to form an adjective. For example: African Americans migrated to northern cities (noun) / African-American literature (adjective).

Umbrella Terms

Avoid the term "minority" if possible. "Minority" is often used to describe groups of people who are not part of the majority. This term is being phased out because it may imply inferiority and because minorities often are not in the numerical minority. An alternative might be "historically marginalised populations." If it is not possible to avoid using "minority," qualify the term with the appropriate specific descriptor: "religious minority" rather than "minority."

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
LGBT+ people/person	A person who identifies as LGBT+ (Lesbian, Gay, Bisexual, Trans +). The + includes people who are pansexual, asexual, intersex etc.	Some people don't like the term community Some terms used within the community may not be acceptable outside the community https://theconversation.com/why-you-should-think-twice-before-you-talk-about-the-lgbt-community-81711
Coming out	When a person first tells someone/others about their orientation and/or gender identity	There is move towards the need to 'come out' as it suggests that the default is to be straight and cis gender and you must make a declaration if that's not the case

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Queer	Queer is a term used by those wanting to reject specific labels of romantic orientation, sexual orientation and/or gender identity. It can also be a way of rejecting the perceived norms of the LGBT community (racism, sizeism, ableism etc).	Although some LGBT people view the word as a slur, it was reclaimed in the late 80s by the queer community who have embraced it
Gender Identity	A person's innate sense of their own gender, whether male, female or something else (non-binary), which may or may not correspond to the sex assigned at birth.	It is good practise to always ask someone their preferred pronouns (e.g. he/him) or putting your own pronouns in your email signature to enable people to address you correctly

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Transitioning/gender reassignment	The steps a trans person may take to live in the gender with which they identify.	Each person's transition will involve different things. For some this involves medical intervention, such as hormone therapy and surgeries, but not all trans people want or are able to have this. Transitioning also might involve things such as telling friends and family, dressing differently and changing official documents.
Cisgender	Someone whose gender identity is the same as the sex they were assigned at birth. Non-trans is also used by some people.	Use of the word cisgender is helpful so to avoid people using harmful terms like 'normal' as the opposite of Trans.

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Trans	An umbrella term to describe people whose gender is not the same as, or does not sit comfortably with, the sex they were assigned at birth.	Trans people may describe themselves using one or more of a wide variety of terms, including (but not limited to) transgender, transsexual, gender-queer (GQ), gender-fluid, non-binary, gender-variant, crossdresser, genderless, agender, nongender, third gender, bi-gender, trans man, trans woman, trans masculine, trans feminine and neutrois.
Questioning	The process of exploring your own sexual orientation and/or gender identity.	
Gender	Often expressed in terms of masculinity and femininity, gender is largely culturally determined and is assumed from the sex assigned at birth.	Sex is based on biological attributes, gender is based on your roles, behaviours and expressions

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Gender equality/balance	Gender equality is when people of all genders have equal rights, responsibilities and opportunities.	
Gender equity	The process to achieve gender equality	Gender equity recognises that women and gender-diverse people are not in the same 'starting position' as men. This is because of historical and social disadvantages. Treating women, gender-diverse people and men equally might not actually be fair. In fact, it can create further disadvantage. Gender equity measures are often needed to level the playing field

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Transgender man	A term used to describe someone who is assigned female at birth but identifies and lives as a man.	This may be shortened to trans man, or FTM, an abbreviation for female-to-male.
Transgender woman	A term used to describe someone who is assigned male at birth but identifies and lives as a woman.	This may be shortened to trans woman, or MTF, an abbreviation for male-to-female.
Non-binary	An umbrella term for people whose gender identity doesn't sit comfortably with 'man' or 'woman'.	Non-binary identities are varied and can include people who identify with some aspects of binary identities, while others reject them entirely
Sex	Assigned to a person on the basis of primary sex characteristics (genitalia) and reproductive functions.	Sometimes the terms 'sex' and 'gender' are interchanged to mean 'male' or 'female'.
Sexual orientation	A person's sexual attraction to other people, or lack thereof. Along with romantic orientation, this forms a person's orientation identity.	We avoid the term 'sexual preference', which implies that people are able to choose their sexual orientation.

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Heterosexual/Straight	Refers to a man who has a romantic and/or sexual orientation towards women or to a woman who has a romantic and/or sexual orientation towards men	
Heteronormative	Assuming that heterosexual relationships, and the conventions and norms related to them, are the norm/default	

Be curious. Be you. Belong.

CARNIVAL UK

LGBT and Gender Identity

Our Term	Meaning	Comments
Gay	Refers to a man who has a romantic and/or sexual orientation towards men. Also a generic term for lesbian and gay sexuality - some women define themselves as gay rather than lesbian. Some non-binary people may also identify with this term.	We avoid the term "homosexual" as the term 'gay' is more generally used.
Orientation	Orientation is an umbrella term describing a person's attraction to other people.	This attraction may be sexual (sexual orientation) and/or romantic (romantic orientation). These terms refers to a person's sense of identity based on their attractions, or lack thereof. Orientations include, but are not limited to, lesbian, gay, bi, ace and straight. We avoid the term 'sexual preference', which implies that people are able to choose their sexual orientation

Be curious. Be you. Belong.

CARNIVAL UK

Ability, Health Conditions and Neurodiversity

Our Term	Meaning	Comments
Person with a disability	They have a physical or mental impairment, and the impairment has a substantial and long-term adverse effect on the person's ability to carry out normal day-to-day activities.	Use terms that focus on people rather than on the method of categorisation to ensure your language is not dehumanising. For example, use "people with mental illness" rather than "the mentally ill," "people with disabilities" rather than "disabled people"
Wheelchair user	A person who uses a wheelchair, especially because of physical disability.	Do not use the phrase "wheelchair bound"
Neurodiversity	Neurodiversity is the diversity of human brains and minds, the infinite variation in neurocognitive functioning	

Be curious. Be you. Belong.

CARNIVAL UK

Ability, Health Conditions and Neurodiversity

Our Term	Meaning	Comments
Neurodivergent	Term used to describe someone with differing in mental or neurological function from what is considered typical	
Hard of hearing Deaf	Capital D often to those who are profoundly Deaf	Avoid the phrase "deaf community", instead use "Hard-of-hearing" which can denote a person with a mild-to-moderate hearing loss. Or it can denote a deaf person who doesn't have/want any cultural affiliation with the Deaf community
Ageism	Prejudice or discrimination on the grounds of a person's age	See the following slide for more guidance on how to avoid Ageism

Be curious. Be you. Belong.

CARNIVAL UK

Talking about Ageism

When thinking about Ageism, use the following tips to guide you:

- Ageism involves being stereotyped, discriminated against or having an assumption made about you that is based on your age. The term 'ageism' was first used by Robert Butler in 1969 to describe the "process of systematic stereotyping or discrimination against people because they are old."

- Ageism can have a huge impact on the professional lives of those it affects, but it can also have an impact on their personal lives and confidence. Many victims of ageism experience what's known as ageist language in the workplace, including the use of phrases like 'over the hill' or 'children'. Or, they might experience subtle acts of exclusion such that suggest that someone is not valued or welcome in a particular environment.

- Be mindful when talking to colleagues or customers about "age", defer from using phrases that denote old/young age (such as referring to the young members of the team as 'the kids' or suggest that an older co-worker is having a 'senior moment' when they forget a deadline) Phrases like these might seem insignificant or like 'banter', but can actually have a huge impact on the person on the receiving end. So, try your best to not refer to employees with ageist language.

Faith

Our Term	Meaning	Comments
Faith	Faith is confidence or trust in a person, thing, deity, or in the doctrines or teachings of a religion.	Faith should not be confused for Religion. As faith is personal, whereas religions are institutions
Practising Faith	To perform activities associated with a religion eg. To pray	

Be curious. Be you. Belong.

CARNIVAL UK

Be curious. Be you. Belong.

At Carnival UK we're committed to creating an inclusive workplace, where everyone can bring their whole selves to work, and everyone is welcome. By using the correct and up to date language, we can make sure we're being mindful and respectful of all our colleagues.

If you have further questions or would like additional guidance, please reach out to Asha Sorenson, DEI Manager at Asha.Sorenson@CarnivalUKGroup.com

Thank you

CARNIVAL UK