

# INCLUSIVE CONTENT WRITING FOR A U.S. AUDIENCE

## Research Brief

TOPIC	RESEARCH/ DATA	SOURCE	NOTES
<b>Literacy</b>			
	<ul style="list-style-type: none"> <li>• Reading scores in the U.S. dropping</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="https://www.edweek.org/ew/articles/2017/12/05/global-reading-scores-are-rising-but-not.html">https://www.edweek.org/ew/articles/2017/12/05/global-reading-scores-are-rising-but-not.html</a></li> <li>• <a href="https://www.theatlantic.com/education/archive/2018/04/-american-students-reading/557915/">https://www.theatlantic.com/education/archive/2018/04/-american-students-reading/557915/</a></li> </ul>	Literacy in the U.S. is decreasing, which means the reading level of content will need to be lowered in upcoming generations?
<b>Population/ demographics statistics and projections</b>			
	44 million immigrants in the U.S.; 13.6% of population	<ul style="list-style-type: none"> <li>• <a href="https://www.pewresearch.org/hispanic/2019/06/03/facts-on-u-s-immigrants/">https://www.pewresearch.org/hispanic/2019/06/03/facts-on-u-s-immigrants/</a></li> <li>• <a href="https://www.pewresearch.org/fact-tank/2019/06/17/key-findings-about-u-s-immigrants/">https://www.pewresearch.org/fact-tank/2019/06/17/key-findings-about-u-s-immigrants/</a></li> </ul>	
	5 million ELL students in public schools (1 out of 10 students)	<a href="https://www.npr.org/sections/ed/2017/02/23/512451228/5-million-english-language-learners-a-vast-pool-of-talent-at-risk">https://www.npr.org/sections/ed/2017/02/23/512451228/5-million-english-language-learners-a-vast-pool-of-talent-at-risk</a>	
	Most common languages spoken at home by school age children (other than English): Spanish, Arabic, Chinese, Vietnamese	<a href="https://www.pewresearch.org/fact-tank/2018/10/25/6-facts-about-english-language-learners-in-u-s-public-schools/">https://www.pewresearch.org/fact-tank/2018/10/25/6-facts-about-english-language-learners-in-u-s-public-schools/</a>	

	<ul style="list-style-type: none"> <li>• About 85% of foreign-born population do not speak English at home</li> <li>• 50% of foreign-born population have limited English proficiency (don't speak English "very well" according to US Census guidelines)</li> </ul>	<a href="https://www2.census.gov/library/publications/2014/acs/acs-26.pdf">https://www2.census.gov/library/publications/2014/acs/acs-26.pdf</a> Based on 2012 American Community Survey	Subjectivity of responses, what does "very well" mean? Could be a wide range. <a href="https://www.census.gov/content/dam/Census/library/working-papers/1989/demo/1989-Kominski.pdf">https://www.census.gov/content/dam/Census/library/working-papers/1989/demo/1989-Kominski.pdf</a>
	<ul style="list-style-type: none"> <li>• 25.9 million or 9% of the overall US population (ages 5 and older) is LEP and many of these are born in the US.</li> </ul>	<a href="https://www.migrationpolicy.org/article/language-diversity-and-english-proficiency-united-states">https://www.migrationpolicy.org/article/language-diversity-and-english-proficiency-united-states</a>	
	Breakdown of US immigrant population in 2017 is as follows: <ul style="list-style-type: none"> <li>• 25% Mexico</li> <li>• 6% China</li> <li>• 6% India</li> <li>• 5% Philippines</li> </ul>	<a href="https://www.pewresearch.org/fact-tank/2019/06/17/key-findings-about-u-s-immigrants/">https://www.pewresearch.org/fact-tank/2019/06/17/key-findings-about-u-s-immigrants/</a>	
	By 2065, 1 in 3 Americans will be an immigrant or will have parents who are immigrants	<a href="https://www.pewresearch.org/fact-tank/2015/10/05/future-immigration-will-change-the-face-of-america-by-2065/">https://www.pewresearch.org/fact-tank/2015/10/05/future-immigration-will-change-the-face-of-america-by-2065/</a>	
<b>Spending Power</b>			
	<ul style="list-style-type: none"> <li>• 14.3% share of total spending power in the U.S.</li> <li>• \$926.9 billion total spending power of foreign-born</li> </ul>	<a href="https://www.newamericaneconomy.org/issues/taxes-spending-power/">https://www.newamericaneconomy.org/issues/taxes-spending-power/</a>	
<b>"Isolationist" Content</b>			
<b>Anglo-names</b>	Mary and John were the most popular	<a href="https://www.ssa.gov/oact/babynames/">https://www.ssa.gov/oact/babynames/</a>	Most popular names don't

	names of children born in the United States from <a href="#">1919-2018</a>	<a href="#">decades/century.html</a>	<p>always reflect the actual make-up of the U.S. today.</p> <p>If every name you consistently use in your text is from an Anglo-origin, a nonAnglo audience will have trouble identifying.</p> <p>Be sure to populate your text with proper names that reflect the rich diversity of our culture.</p>
<b>Stereotypes, assumptions about lifestyle</b>			<ul style="list-style-type: none"> <li>- Habits, gestures, and norms</li> </ul>
<b>Language</b>			
	BICS (Survival) versus CALPS (Academic)	<p><a href="https://digitalcommons.nl.edu/cgi/viewcontent.cgi?article=1089&amp;context=faculty_publications">https://digitalcommons.nl.edu/cgi/viewcontent.cgi?article=1089&amp;context=faculty_publications</a></p> <p>Lems, Kristin, "Figurative Language: Are English Language Learners Falling Through the Cracks?" (2018). Faculty Publications. 89.</p> <p><a href="https://digitalcommons.nl.edu/faculty_publications/89">https://digitalcommons.nl.edu/faculty_publications/89</a></p>	<ul style="list-style-type: none"> <li>- Use high frequency vocabulary</li> <li>- Avoid too much tense change (present-tense or progressive)</li> <li>- Active voice</li> <li>- Provide context and background</li> <li>- conversational, informal tone</li> <li>- Avoid confusing "colorful" figurative language even in the form of verbs or adjectives</li> <li>- Jargon</li> <li>- colloquialisms</li> </ul>

<b>Sentence structure</b>			- complex and compound
<b>Diction: other</b>			- Jargon - Imprecise vocabulary - Academic vocabulary
<b>Tools and Tactics for Support</b>	Avoid timed reading. If using voice-overs, allow for repetition or slowing		
	Use nonlinguistic cues: visuals, sound-effects, and gestures		