

**Language and Interracial
Communication in the U.S.:
Speaking in Black and White**

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Overview

I. Historical Context is Important
II. Dialect Makes a Difference
III. Language Attitudes and Nonstandard Dialects
IV. Improving Interracial Communication
V. Race and Health Communication
VI. Conclusion

I. Historical Context is Important

- Whites have always been in the majority
 - ◆ 2042 will mark a change
- U.S. history and the long struggle for equality
- 1960s to present
 - ◆ Significant change
 - ◆ Presence of aversive racism

II. Dialect Makes a Difference

- Concept of dialect
 - ◆ Language system, language use
- Standard American English
 - ◆ Preferred in institutions
- African American Vernacular English (AAVE)
- Dialect in education
 - ◆ Language and communication barriers
 - ◆ Self-fulfilling prophecies

III. Language Attitudes and Nonstandard Dialects

- Appalachian English, Central Southern English, AAVE are all nonstandard
- Nonstandard dialects tend to be judged negatively in overt prestige
- Linguistic profiling
 - ◆ Everyday life
 - ◆ Commercial contexts
 - ◆ Interviewing

IV. Improving Interracial Communication

- Contact Hypothesis
 - ◆ Conditions
 - Equal status
 - Cooperative interaction
 - Opportunities for acquaintances
 - Supportive egalitarian norms
- Two approaches
 - ◆ Applied diversity training
 - ◆ Community dialogues on race

V. Race and Health Communication

- Physician Patient Communication
 - ◆ Patterns of questioning
 - ◆ Negotiating the agenda
 - ◆ Potential for mistrust

VI. Conclusion

- Contact and trust