



Uniwersytet
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Political Correctness in the Business World and HRM

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Human Resource Management

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- 2. Credit:** ½ grade- CV, ½ grade- oral exam (job interview)
- 3. Books:** *The Oxford handbook of human resource management*, Oxford University Press, Oxford 2008.
R. L. Mathis, J. H. Jackson, *Human resource management*, Thomson/Southwestern , 2006;
S. Cartwright, *Human resource management*, Blackwell Publishing, 2005;
L. L. Byars, L. W. Rue , *Human resource management*, Homewood, 1991.

The problem areas:

- ▶ **CROSS-CULTURAL INTERACTIONS**
 - ▶ Children, compensation, crime, drugs, education, EU, global warming, hate crime, health&safety, humour, hunting, immigration, marriage, newspeak, poverty, racism, rape, religion, rewriting history, slave trade, smoking, travellers, ...
 - ▶ And many more...
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Practical aspects of the definition

- 1) Doing the reverse of what common sense would suggest
- 2) Inconveniencing the innocent while making life easier for the wrong do-ers
- 3) Not telling the truth in case it offends
- 4) Changing the language where you perceive it may offend
- 5) Doing exactly the opposite of what you preach
- 6) What you do has the effect of making the problem you were trying to cure far worse
- 7) Doing ridiculous things just for a political reason
- 8) Favouring a minority just for a political reason

History of PC

- ▶ Early usage of this term: 18th century!
 - The previous meaning was in line with prevailing political thought or policy.
 - ‘Correctness’ used in its literal sense and without any particular reference to language that might be considered offensive or discriminatory.
- ▶ New left – 1970s and 80s
 - In the essay *The Black Woman*, Toni Cade Bambara says: “... a man cannot be politically correct and a [male] chauvinist too.”
 - later re-appropriated the term *political correctness* as satirical self-criticism:
 - "Throughout the 1970s and 1980s, the New Left, feminists, and progressives . . . used their term *politically correct* ironically, as a guard against their own orthodoxy in social change efforts".
- ▶ Current usage
 - Widespread use of the term „*politically correct*” and its derivatives began when it was adopted as a pejorative term by the political right in the 1990s, in the context of **the Culture Wars**.

Just The Facts

- ▶ Political correctness **started with the good-natured idea** that describing people based on ethnicity, gender/ sexual orientation, medical conditions should be forbidden.
- ▶ However, insulting people based on their height, weight, age, hometown, economic status, and whether or not they believe in God is still completely acceptable.
- ▶ Very often Politically Correct terms are offensive in people's own rights

Arguments for/against



National Interest → Nation State

- ▶ The Yugoslav Wars
- ▶ The Rwandan Civil War
- ▶ Golden Dawn Party in Greece

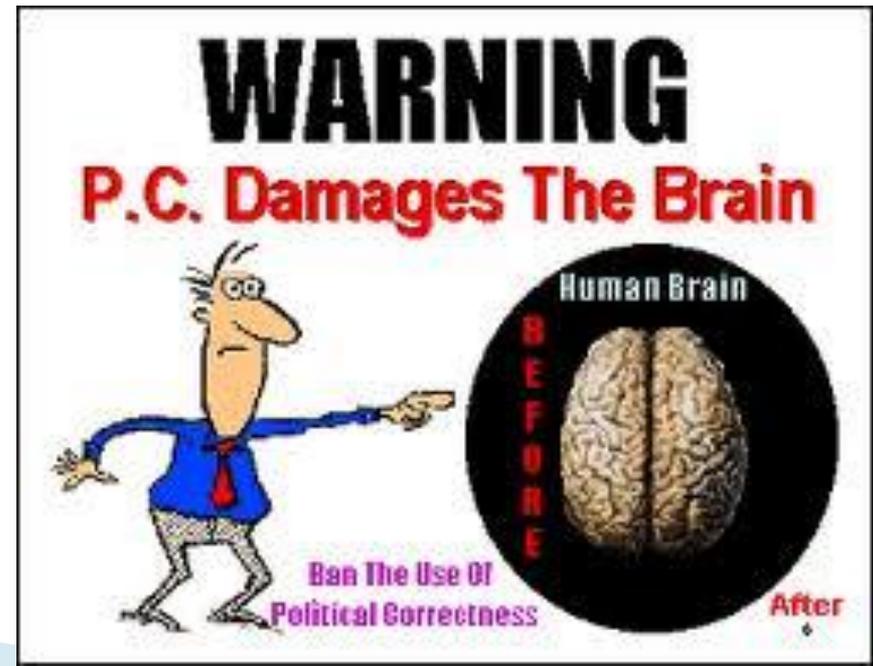


Cons



Critics of PC claim that:

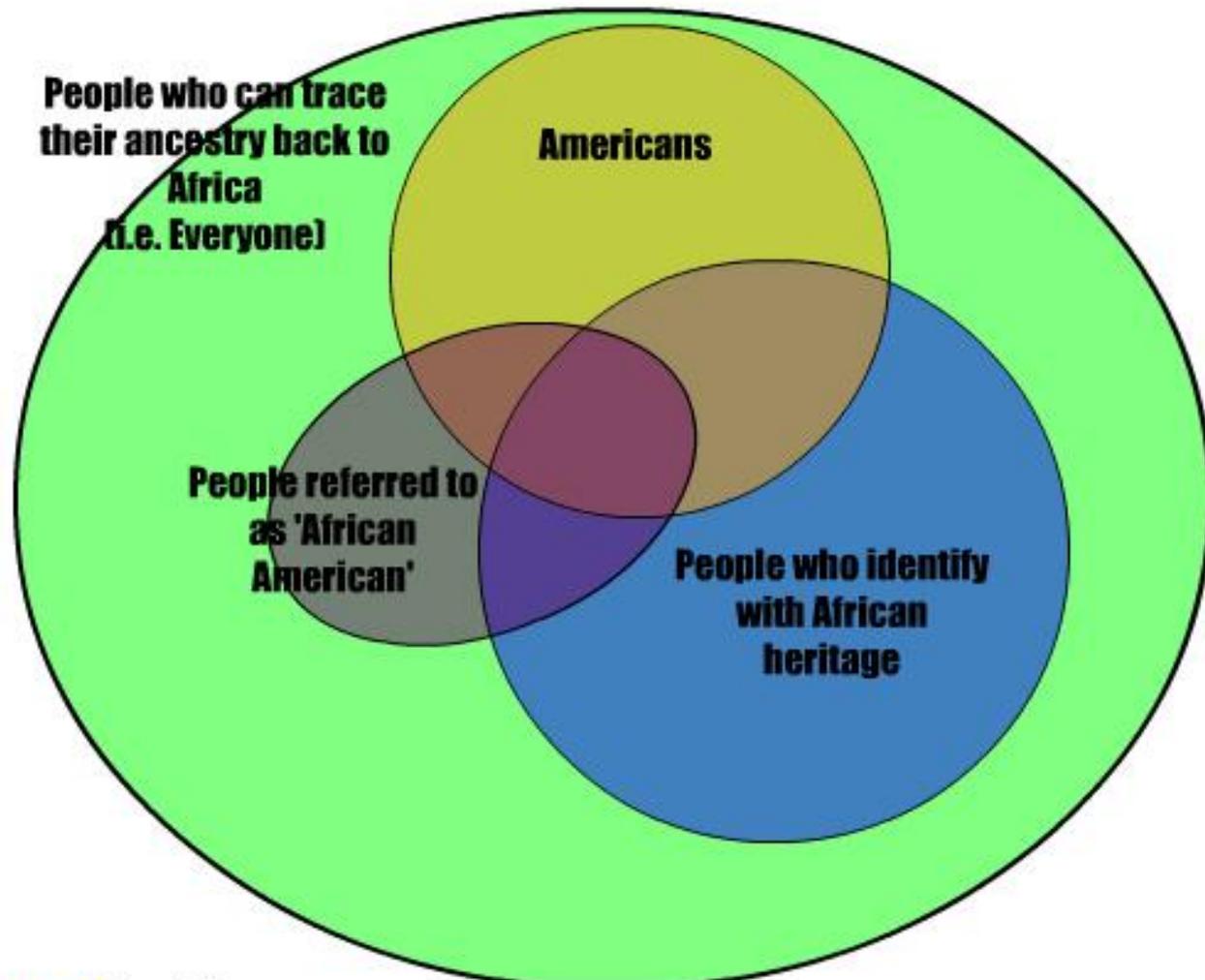
- ▶ It makes language poor
- ▶ It's violation of Freedom of Speech
- ▶ Conservative view: PC = Cultural Marxism – that is, Marxism without the economics but retaining the determination to destroy bourgeois morality and to enforce „correct” values.



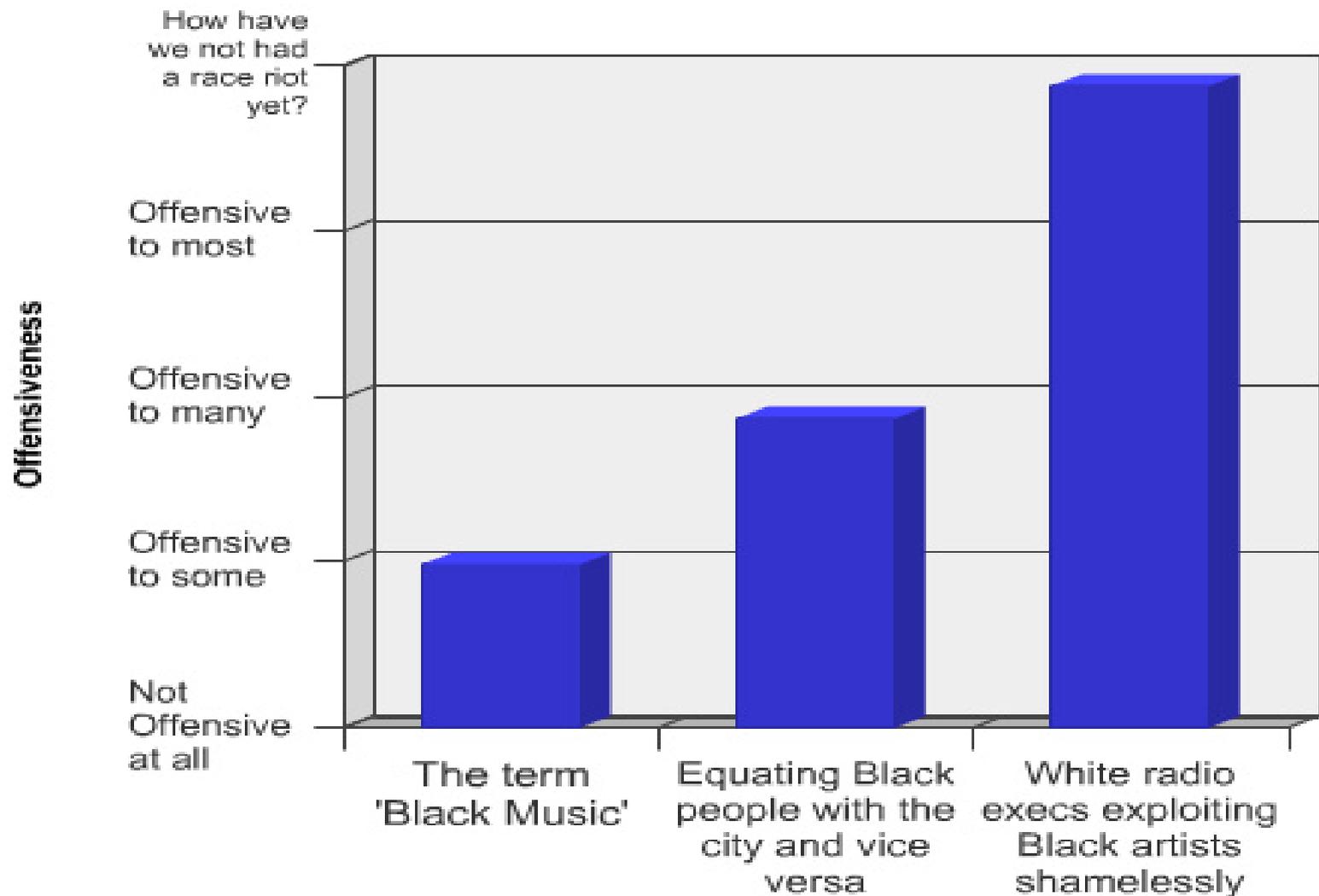
Some helpful suggestions

- ▶ Abortion – Near-Life Experience
- ▶ Alcoholic – Anti-Sobriety Activist
- ▶ An Immigrant – a newcomer
- ▶ Cannibalism – Intra-Species Dining
- ▶ China – Porcelain
- ▶ Dead – Actuarially Mature
- ▶ Fat – horizontally challenged
- ▶ Garbage Man – sanitation engineer
- ▶ Homeless – outdoor urban dwellers
- ▶ Housewife – domestic engineer
- ▶ Loser – uniquely fortunated individual on an alternative career path
- ▶ Prostitute – sex care provider

Problems with the term 'African American'



Problems with the term 'Urban Contemporary Music'



Double standard



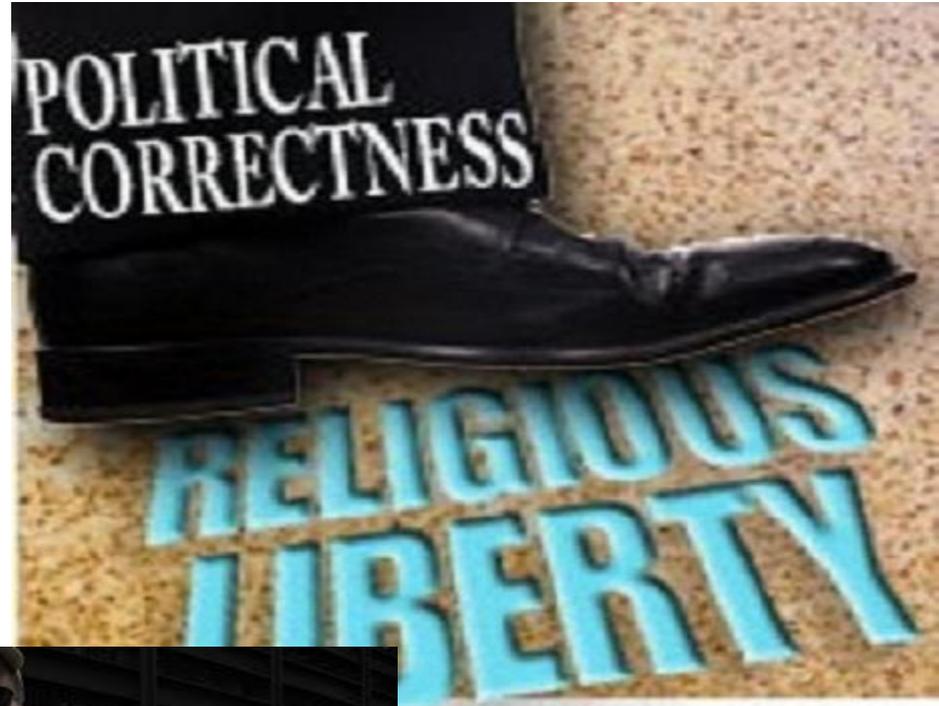
POLITICAL CORRECTNESS

Empowering women
with more executive clout
than the Patriot Act

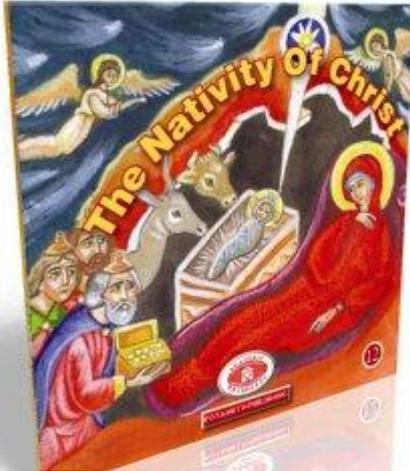
Double standard



About Religion



„Christmas”



SANTA CLAUS SUSPENDED FOR 'HO' COMMENT



RUTGERS CAPTAIN
CLAIMS CLAUS
MADE REMARK
THREE TIMES

As more examples pour
in, some going back
decades, critics wonder if

POLITICAL CORRECTNESS

The chief weapon of whiney ass bastards



AFTER the WISE MEN LEFT, THERE CAME the THREE POLITICALLY CORRECT GUYS



IF THE A.C.L.U. WAS THERE FROM THE BEGINNING



ACLU

AMERICAN CIVIL LIBERTIES UNION

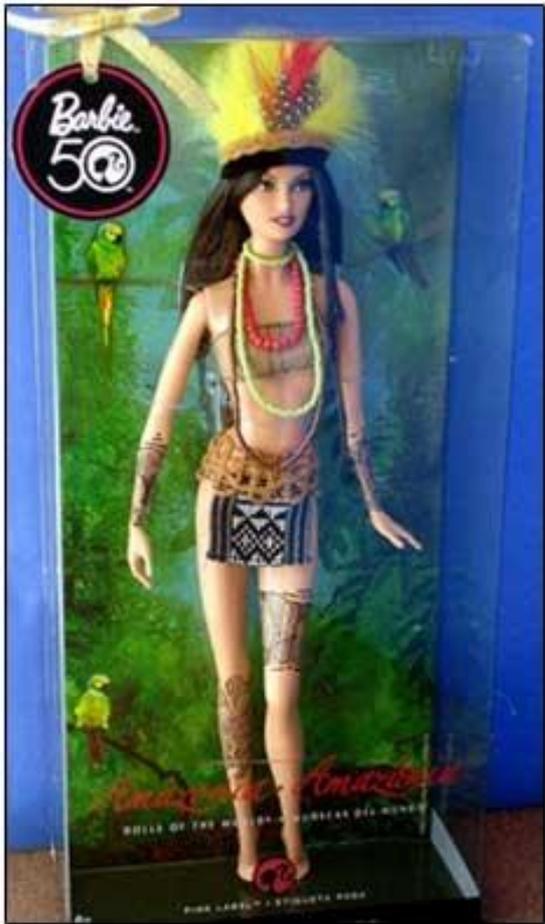
Failed Attempts (?) at Politically Correct Toys



- Happy Pregnant
- Premie Dolls



And even more...





Human Rights Blogs Articles:

1. *Political Correctness vs. Religious Freedom*, the website of the Institute for Cultural Diplomacy Human Rights Initiatives, <http://icd-human-rights.org/?p=1263>, 12.07.2012.

2. *Greece turns (too) far right – underestimated nationalism?*, the website of the Hard talk – diplomacy, <http://hardtalkdiplomacy.wordpress.com/2012/12/24/196>, 24.12.2012.

by Joanna Siekiera