Political Correctness in the Business World and HRM

Joanna Siekiera
Chair of International and European Law
Faculty of Law, Administration and Economics
University of Wroclaw
Human Resource Management

1. Lecturer: Joanna Siekiera, PhD Candidate
   email: joanna.siekiera@prawo.uni.wroc.pl
   office: 515A
   statutory hours: Tuesday 9:30-11:30

2. Credit: ½ grade- CV, ½ grade- oral exam (job interview)

   R. L. Mathis, J. H. Jackson, Human resource management, Thomson/Southwestern, 2006;
   S. Cartwright, Human resource management, Blackwell Publishing, 2005;
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...
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.
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
Pros of PC

Your freedom finishes where freedom of others beings...
Cons

Sorry fella, this country just isn't big enough for both of us. Have a nice day.

1st Amendment
FREE SPEECH, PRESS

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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'

People who can trace their ancestry back to Africa (i.e. Everyone)

Americans

People referred to as 'African American'

People who identify with African heritage
Problems with the term 'Urban Contemporary Music'
Double standard

I overheard a sexist joke yesterday, so I called the police.

Oh, wow. I hope they caught the guy.

Your rights end where my feelings begin.

My biology prof gave me 8 out of 25 on my midterm.

That’s sexual harassment, you know?

I know.

**Political Correctness**

Empowering women with more executive clout than the Patriot Act
Double standard

Subject demonstrates healthy sense of racial awareness and pride.

Subject displays intolerance, cultural bias and racial discrimination... notify social services.
Christmas

- The Nativity of Christ
- Santa Claus Suspended for ‘Ho’ Comment
- Political Correctness
- After the wise men left, there came the three politically correct guys.
PEOPLE CAN CELEBRATE YOUR BIRTH... JUST AS LONG AS YOU CHANGE YOUR NAME TO "WINTER FESTIVAL."

IF THE ACLU WAS THERE FROM THE BEGINNING.
Failed Attempts (?) at Politically Correct Toys

- Happy Pregnant
- Preemie Dolls
And even more...
Human Rights Blogs Articles:

by Joanna Siekiera