

Language, Please

Choice Words

How Americans Interact
with Our Evolving Language

Executive Summary

The power of language has never been more apparent. From politics to posts, the right—or wrong—word can help draw eyes in an economy driven by attention. Language is the currency of the day. It shapes conversations, content, commercials, laws, and worldviews.

We see these dynamics in action all the time, from content creators responding to and reporting the news, to the Trump administration pushing to rename the Department of Defense and striking terms like bias and inequality from government materials¹, to audiences adopting trending terms without always knowing how to use them responsibly and with imagination.

To understand how people feel about the way language is used today, we talked to nearly 2,000 Americans, including more than 400 journalists, marketers, and content creators, and conducted in-depth interviews with an additional 13 journalists and marketers about their views on and approaches to language.

The research unearthed a striking disconnect between what people say they value and what they say to one another. Nine in ten Americans—across generations, races, income levels, and political beliefs—say treating all people with dignity and respect isn't negotiable. More than half of

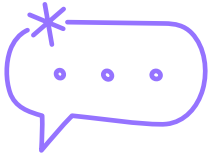
respondents say that one of the top ways they show respect is through their choice in words. But when you look at our polarized discourse today, it's clear that too often, the respect people claim to value is not borne out in the way they communicate.

We identified three clear divides in Americans' approaches to language, based on whether they value intention or impact, tradition or evolution, clarity or a sense of welcome. What was consistent was people's interest in learning more about the dynamics of our language and having access to the tools they need to make independent and informed decisions about whether or when to incorporate new terms into their own vocabularies.

Language, Please helps people bridge the gap between intention and impact. Rather than issuing edicts on word choice, it provides education on how language evolves and how it is received. Across industries, we found widespread interest in the *Language, Please* platform. A full 90% of journalists, 96% of marketers, and 96% of content creators said *Language, Please* would be useful in their work. You can learn more about *Language, Please* and explore its full suite of tools at LanguagePlease.org.

¹ NPR, [12/11/2025](https://www.npr.org/2025/12/11/2025)

Introduction



Language is more than description; it's action. It changes how we enact policy, present ourselves, interact with one another, and see and shape the world around us. In an era defined by debate, division, and endless discourse, the power of language has never been more evident.

We wanted to understand how Americans view language, the way it changes, and how it can be deployed as both a tool and a weapon.

Methodology

In April 2025, we surveyed nearly

2,000

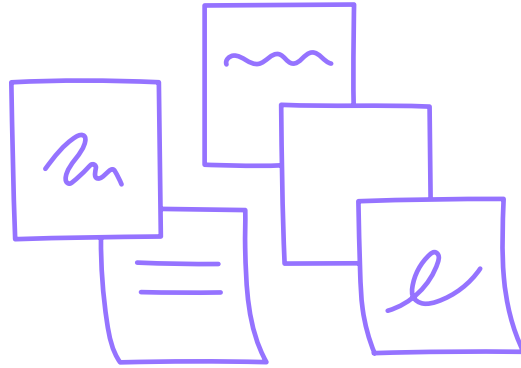
Americans, including more than

400

journalists, marketers, and content creators, to gauge their beliefs, values, and practices when it comes to language².

This paper also incorporates our findings from interviews conducted with 13 additional journalists and marketing professionals in January 2025, which examined how the evolution of language and tools like *Language, Please* intersect with their jobs.

² Survey included 1,960 people Census balanced by age, gender, household income, race, ethnicity, and region.



Key Findings

At the heart of our findings was a striking contradiction between what Americans say we value, and what we say to one another.

More than 90% of Americans—across generations, races, income levels, and political beliefs³— say treating all people with dignity and respect isn’t negotiable. **A majority of respondents (53%) say that one of the top ways they show respect is through their choice of words.**

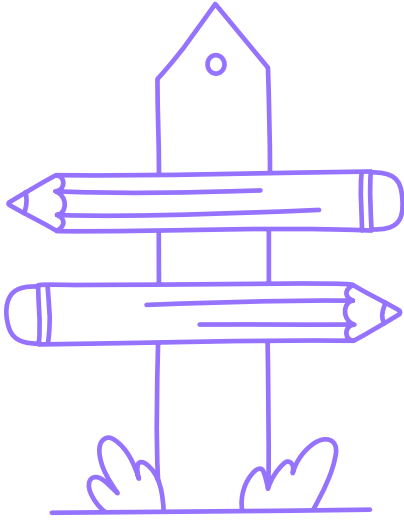
While we are in a moment of creative innovation and exploration in language today, it is also true that our **words are politicized in ways that leave many people feeling misunderstood, divided, or even targeted.**

We found that disconnect to be driven by two main forces: first, a climate

weaponizing language to drive polarization and disrespect; and second, a population divided on whether intention or impact matters more when it comes to choosing our words.

To bridge that gap and create a common understanding of the history, context, and consequences of our evolving vocabulary, *Language, Please* offers journalists, content creators, marketers, and all people a place to explore evolving language dynamics and to make choices that reflect their own and their audiences’ values.

³ Two notes: The terminology used in this paper to describe demographic groups reflects language used in the national survey and may not match the terms people most resonate with or use to describe themselves. Whenever possible, *Language, Please* takes into account the way someone self-identifies and aims to be as specific as possible in describing individuals and communities. Also, the national sample did not include enough nonbinary people to glean statistically significant findings, which points to a real opportunity for future research.



A Changing Climate

While the conversation around language often paints word choice as a distraction from the material work of politics, the reality is that our language choices are our politics.

They illuminate the way we see the world, approach other communities, and shape the policies that address the most important issues we face as a nation.

The Trump administration and national political leaders have routinely leveraged the power of words.

They've worked to rebrand the federal government, pushing to rename the Department of Defense and the Gulf of Mexico. They've reframed empathy as a "fundamental weakness of Western civilization."⁴ By effectively banning terminology ranging from "climate change" to "diversity" to "inequality" to "transgender" from federal policies and programs, they aren't just changing the wording of policy, but policy itself.⁵

At the same time, recent years have also seen an evolution in the way we talk about ourselves and one another.

The conversation around **immigration** provides a timely example. "In the 2010s ... the campaign to move away from 'illegal aliens' to 'undocumented' was very successful," one reporter we interviewed said. Over time, she said she began to notice media outlets

shifting again, "working to move away from 'undocumented,' which is a term used by advocacy groups, by using the term 'unauthorized' instead." And then in 2025, the reporter said she saw "the term 'illegal immigrants' more and more in the media"—dehumanizing terminology that frames people, not actions, as potentially illegal.

That said, **even terms intended to be inclusive don't always resonate with the very populations they aim to represent.** Take "**Latinx**", a gender-neutral term that first appeared online in the early 2000s and grew in prominence after the 2016 mass shooting at Pulse, an LGBTQ+ venue in Orlando, on the club's "Latin Night."^{6,7} The Pew Research Center found that the term had mixed levels of support and adoption across generations, and by 2023, only one-third of the people Pew defined as US Hispanics over 65 had heard of the word.⁸

In this complex language climate, where the definitions and political valences of words can change at a moment's notice, *Language, Please* offers context that enables users to make informed choices about how best to convey their intended messages to the audiences they are working to reach.

⁴ NPR, [3/22/25](#)

⁵ PEN America, [10/1/2025](#)

⁶ Mother Jones, [06/2019](#)

⁷ The Guardian, [06/14/16](#)

⁸ Pew Research, [9/12/2024](#)

Intent vs. Impact: A Divide in Approach

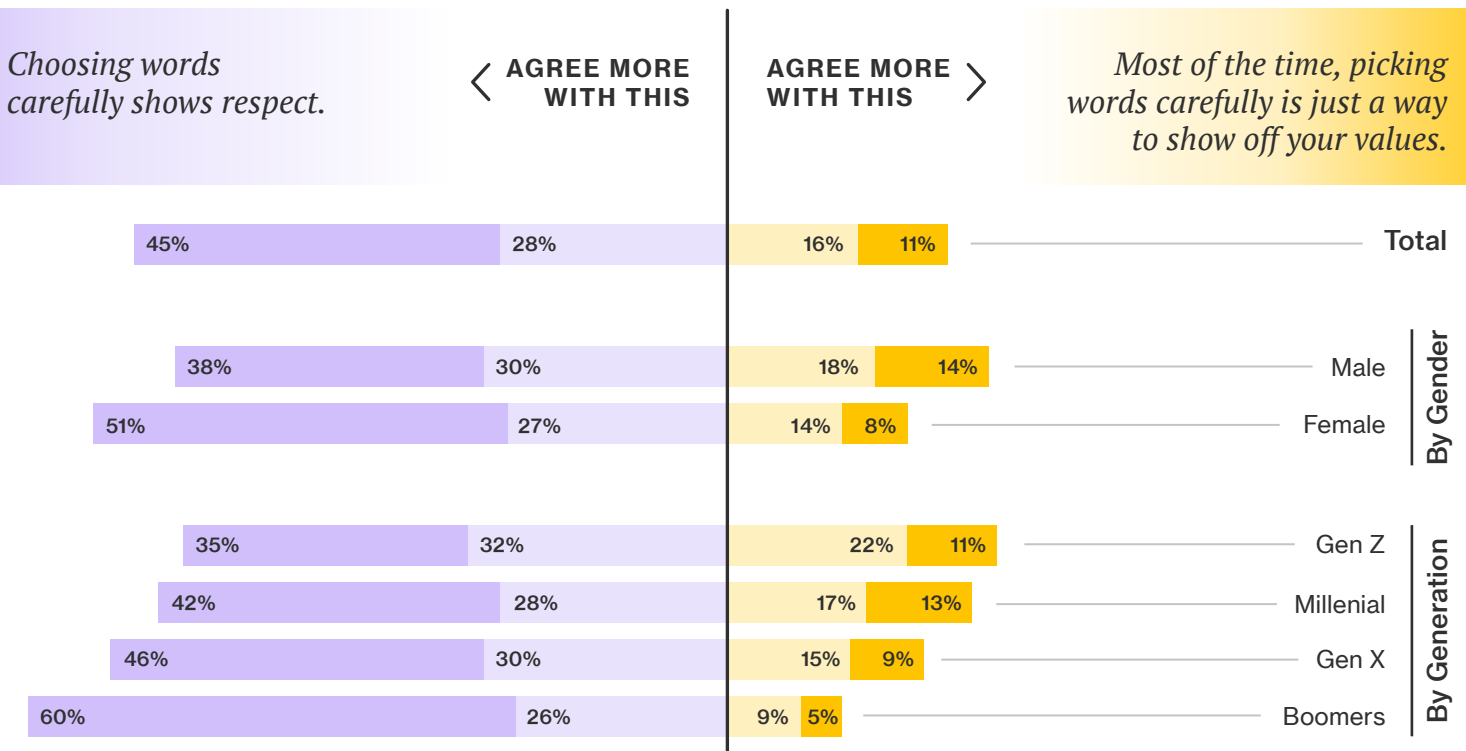
Our research found that, in large part, Americans say they aim for respect when it comes to language, but there are deep divides in how they actually approach the language they choose.

INTENTION

We presented respondents with a series of paired statements and asked them which they agreed with more when it came to language. More than nine in ten Americans agree with the statement “I believe in treating all people with dignity and respect, regardless of their race, sexuality, gender, or political views.” For the

majority of respondents (53%), showing respect for others was one of the top motivators for thinking about the words they use. Moreover, **across every demographic, thoughtful word choice was viewed as an act of respect, not as a performance or means of virtue signaling** (Figure 1).

FIGURE 1





Most Americans say they try to be mindful of their words (Figure 2), and believe others should do the same (Figure 3).

FIGURE 2

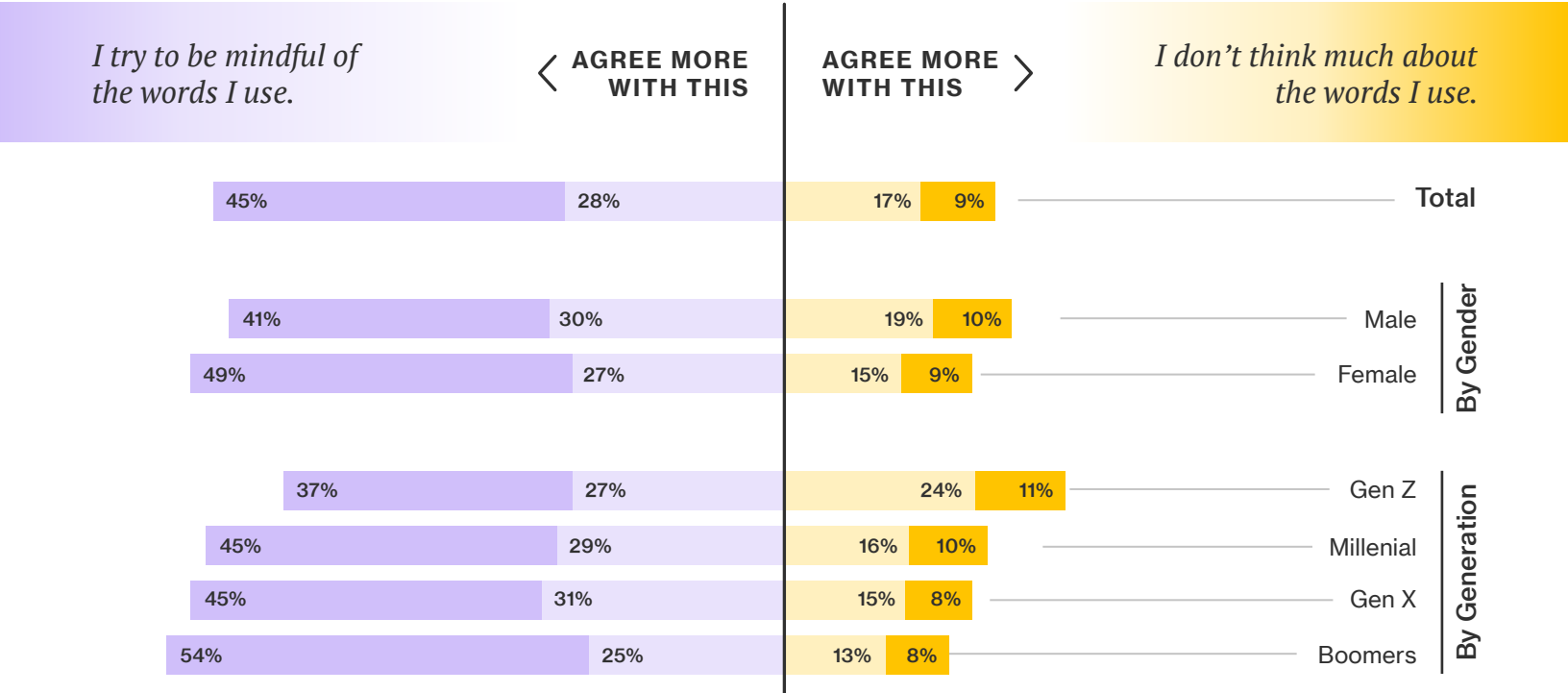
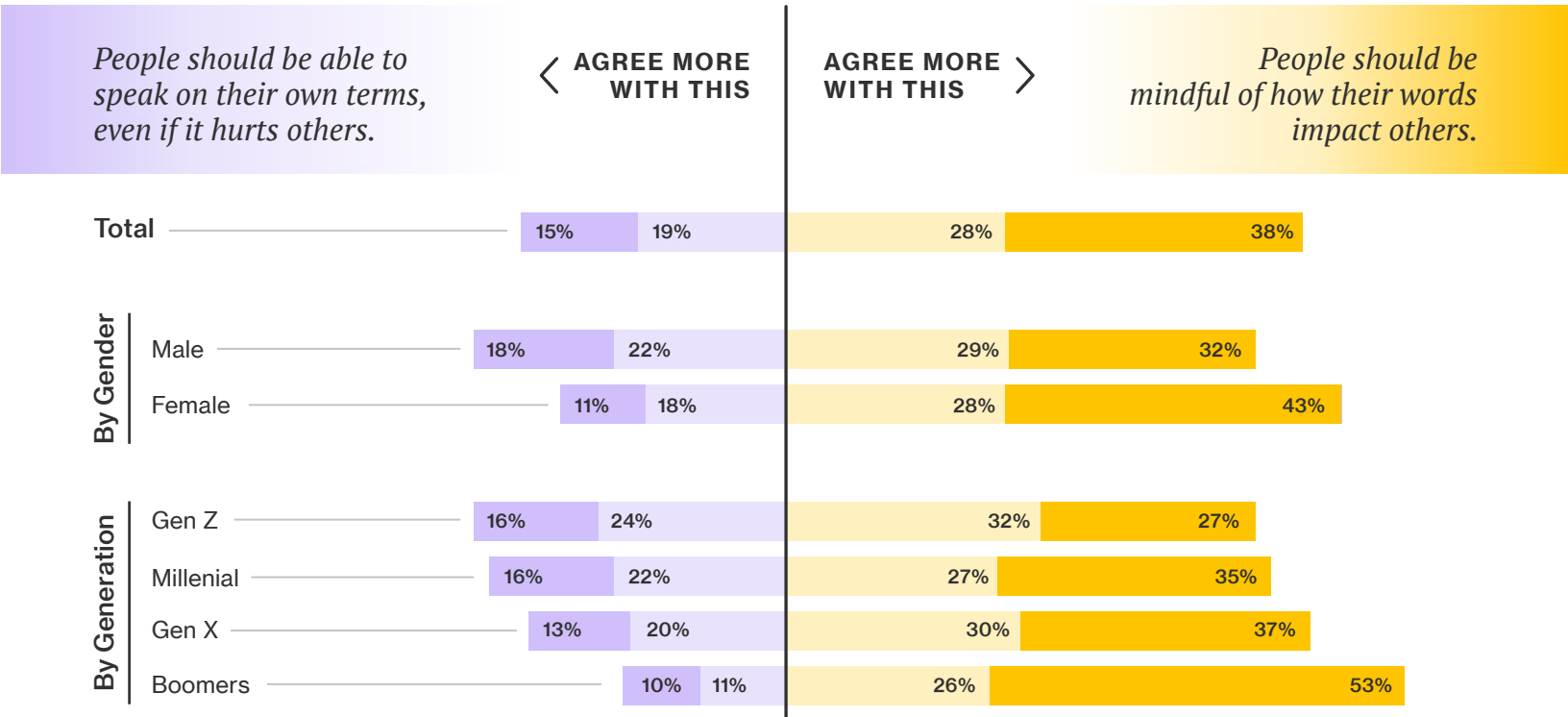
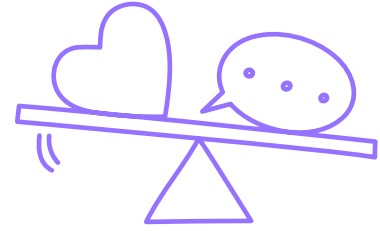


FIGURE 3





IMPACT

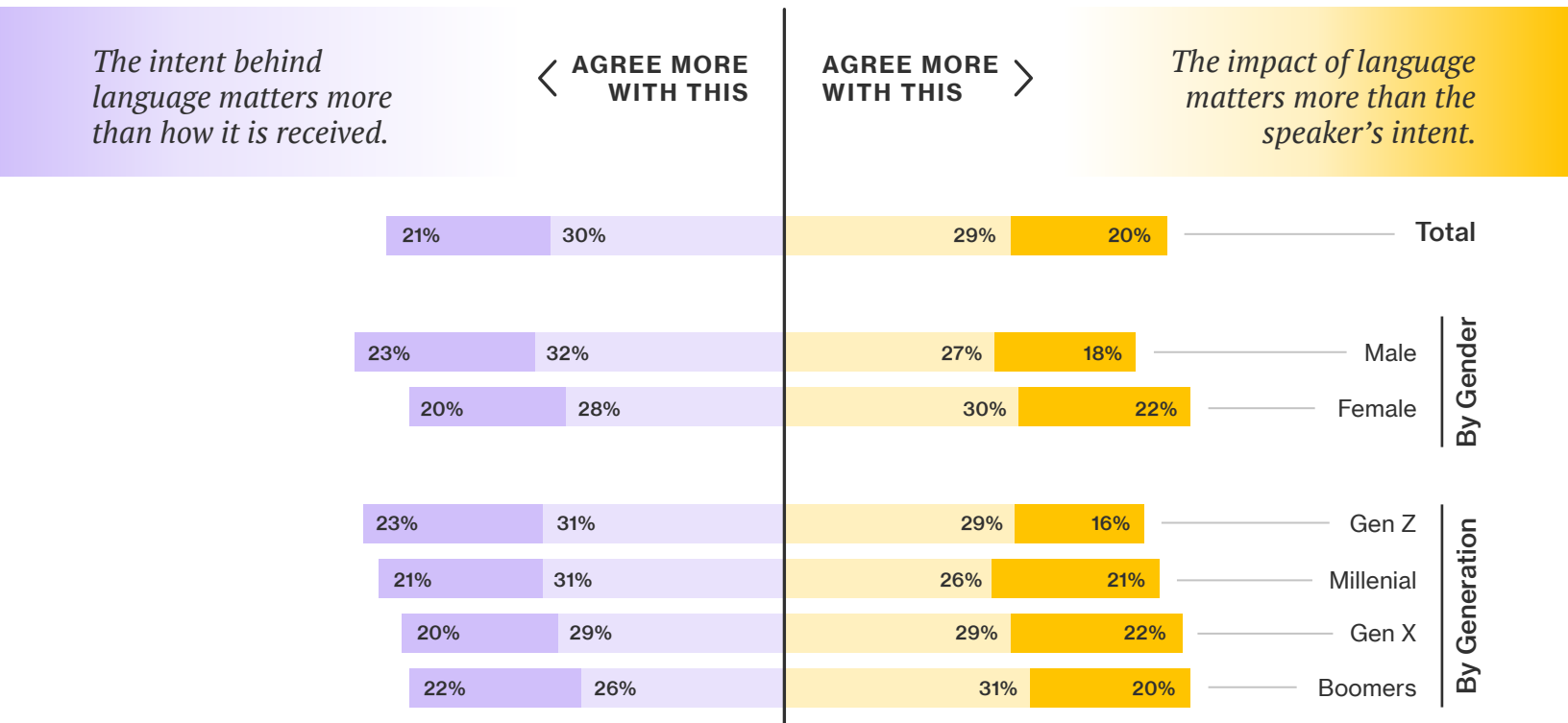
Americans say they think about the language they use because they want to show respect (53%), express themselves clearly (46%), and avoid misunderstandings (44%). In question after question, they affirmed their belief in the importance of good intentions. But disrespectful and weaponized language is on the rise. A 2024 report found that up to one-third of internet users have experienced hate speech.⁹

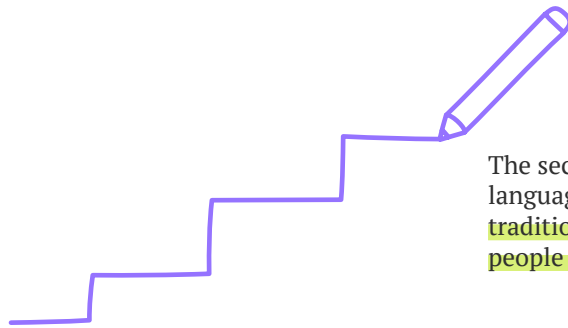
So what’s causing our divisive discourse? Where are things going off track? Our research revealed three key divides in approaches to language that split the American public down the middle.

The first split, the closest divide in our results, reflects the driving forces behind Americans’ word choices. When we asked what people saw as more important when it came to language, intent or impact, 51% chose intent and 49% chose impact (Figure 4). That means while nine in ten Americans say they prioritize respectful word choice, half don’t implement that idea of respect in a way that looks at how their words impact others.

⁹ Government Accountability Office, 2/13/2024

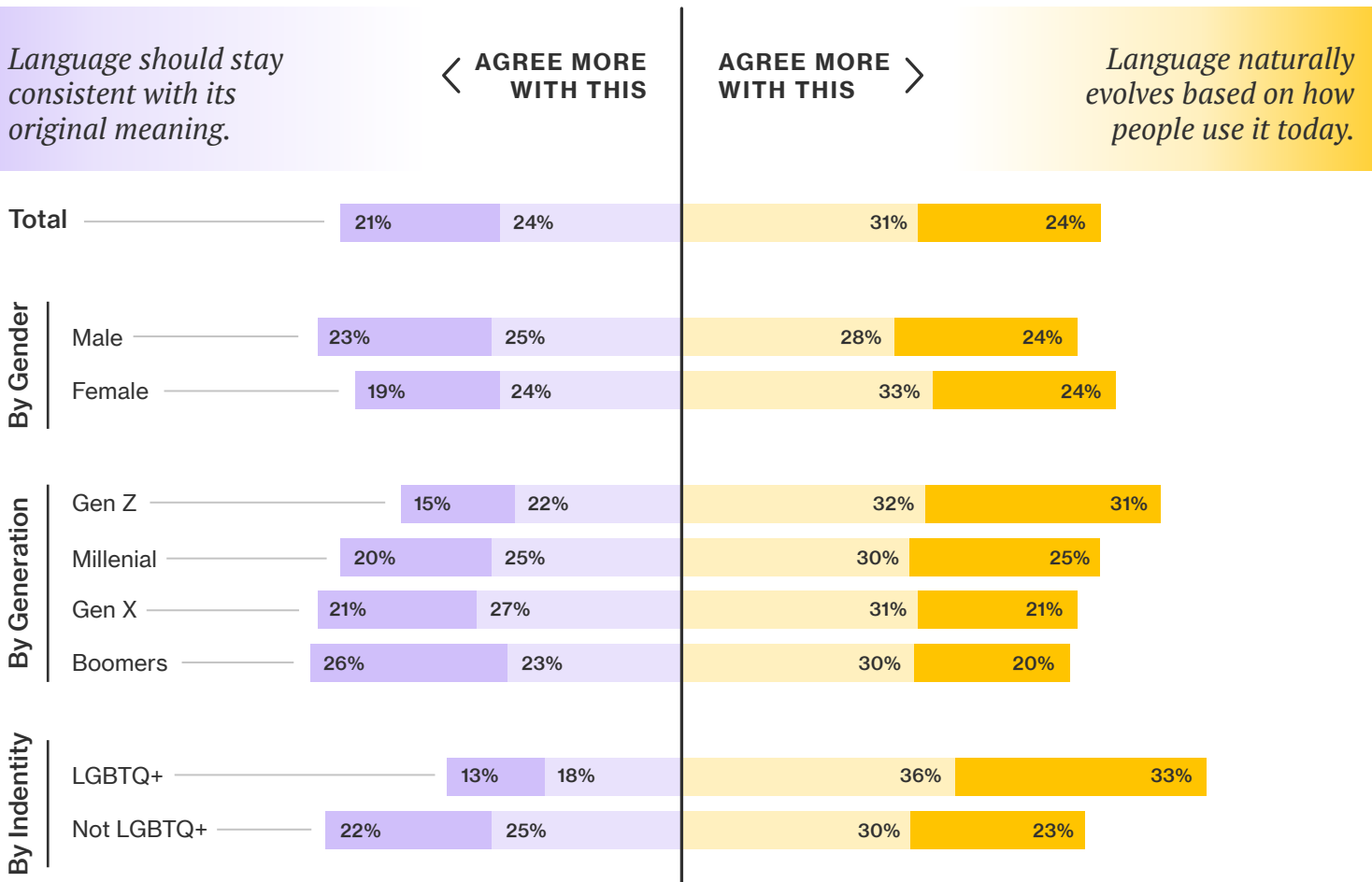
FIGURE 4





The second divide appeared when we asked about whether language should change with the times: 45% leaned toward tradition, while 55% believed language evolves based on how people use it day-to-day (Figure 5).

FIGURE 5



These two divides align with the third split we found, between those whose approach to communication emphasizes ease of understanding and those who prioritize a sense of belonging. A slight majority of people (57%) leaned toward the idea that using "established language makes communication easier," whereas a just under half (43%) favored adapting to language that "helps make spaces more welcoming" to a broader audience (Figure 6).

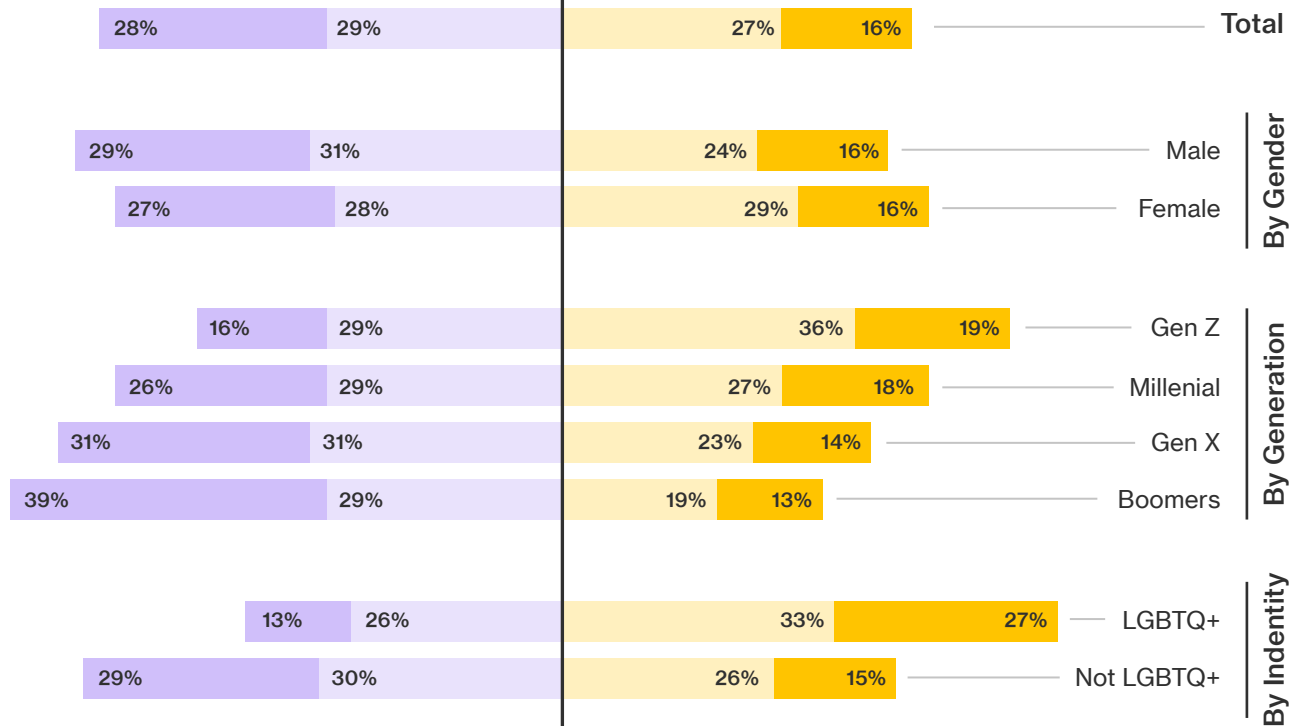
FIGURE 6

Established language makes communication clearer and easier.

< AGREE MORE WITH THIS

AGREE MORE WITH THIS >

Adapting language helps make spaces more welcoming.



Our data shows that a very slight majority of every generation recognizes that language evolves every day (Table 5). We found that just under half (48%) of Americans welcome new words as a way to keep communication fresh and dynamic. Boomers, the generation who say they are the most invested in the idea of using respectful language (86%), can feel overwhelmed by our evolving vocabulary. Two in three Boomers felt that “too much new language makes communication harder to follow.”

Boomers and non-LGBTQ+ Americans lean significantly more toward the use of established language than Gen Z and LGBTQ+ populations, who, our data shows, favor adapting language to make

spaces more welcoming. New uses of language are often driven by queer communities of color¹⁰, who not only invent expressions but also reclaim and restore words earlier generations used in derogatory ways, infusing those terms with playful and positive meaning¹¹.

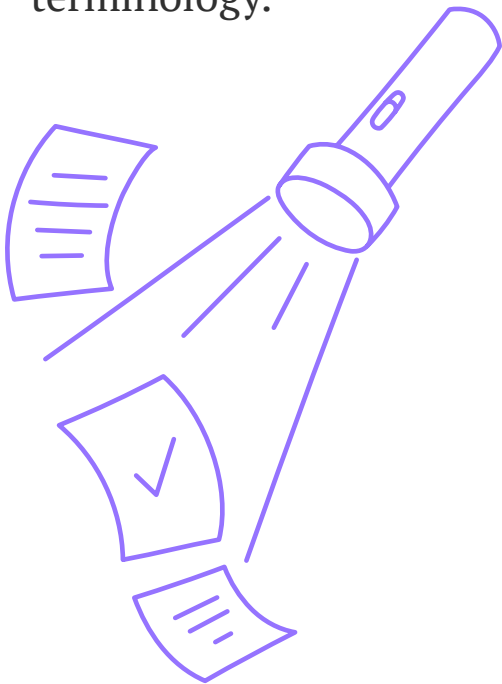
These findings suggest that **language seen as established in one community may be largely unknown in another**. Likewise, because reclaimed or in-group language is rooted in layers of history, relationship, and shared experience, use of certain expressions may signal respect in one context, but not another.

All told, the data tells us that the reason someone is not using a new term may not be that they haven’t heard of it or that they don’t agree with it. It may instead be that they don’t know enough about a term to understand whether it applies, so they default to familiar words, regardless of impact. Focusing solely on the intent of our language without seeking education on how it’s changing can be a way to avoid accountability for the impact of using language that is outdated, misleading, or lacking in clarity.

¹⁰ Gay & Lesbian Review, [Sept – Oct, 2021](#)
¹¹ NPR, [8/21/2019](#)

Language, Explained

Our findings indicate that this kind of education is critical. People need to understand why and how our social vocabulary has changed in order to make thoughtful, informed choices about new terminology.



Across generations, **75% of Americans are open to language that prioritizes diversity and inclusion**, so long as it's not insincere. They need to know why a word is being used to believe in it. And regardless of how, or even if, they integrate shifts in language, most Americans want to know what new words mean. They will look a word up (47%) or ask someone about it (24%) to find out.

Language, Please offers everyone a place to understand *why* and *how* new terms came to prominence and to find vetted, well-sourced answers to their questions, helping them close the gap between their linguistic intent and impact.

In an era when our sense of shared reality and communal understanding has eroded, Americans are split nearly 50-50 on whether there should be a shared sense of which words are okay or if we should avoid telling people what they can and can't say. *Language, Please* is effective exactly because it recognizes that **people want education, not edicts**. The purpose of the tool is not to dictate a "right answer"—which often doesn't exist when it comes to language—but to offer a path that will

help users find thoughtful responses to their specific questions. The platform does not tell people which words, or even which approach to language, they should use. It allows them to find the information they want and make the best decision for themselves.

Over the past three years, *Language, Please* has empowered journalists, and then marketers, with tools to make choices that promote dignity and respect. It has served as a supplementary and up-to-date public style guide, a tool newsrooms and companies use to determine everything from capitalization and spelling to standards for writing to updates on language changes.

For example, if someone wanted to understand what qualifies as a [war crime](#), the nuances of reporting on [Islamophobia](#), [antisemitism](#), and [hate crimes](#), or when and where to use [person-first language](#) when discussing disabilities, our tool provides them with the information and background they need to make an informed judgment. That level of knowledge and choice allows for the sincerity of word use that audiences are looking for.

In this way, *Language, Please* is helping to solve the longstanding and **persistent problem of the gap between intention and impact** in a way that allows people to have a more accurate understanding of our evolving language and make choices that reflect their values.

Putting *Language, Please* to Work

For most professionals, **language learning is driven by purpose, not policy**. Journalists, marketers, and content creators all cited personal values, audience expectations, and the desire to avoid missteps as carrying more weight than company mandates or legal risk (*Figure 7*).

FIGURE 7

What Influences the Decision to Learn About Changing Language?

RESPONDENTS WERE ASKED TO SELECT UP TO THREE RESPONSES



Our qualitative findings suggest that journalists and marketers recognize the need to stay relevant to communities that are under attack. History has shown us that backlash against progress is often driven by a recognition of the power of inclusion. Those who challenge the push to advance DEI and inclusive language implicitly recognize its strength and currency.

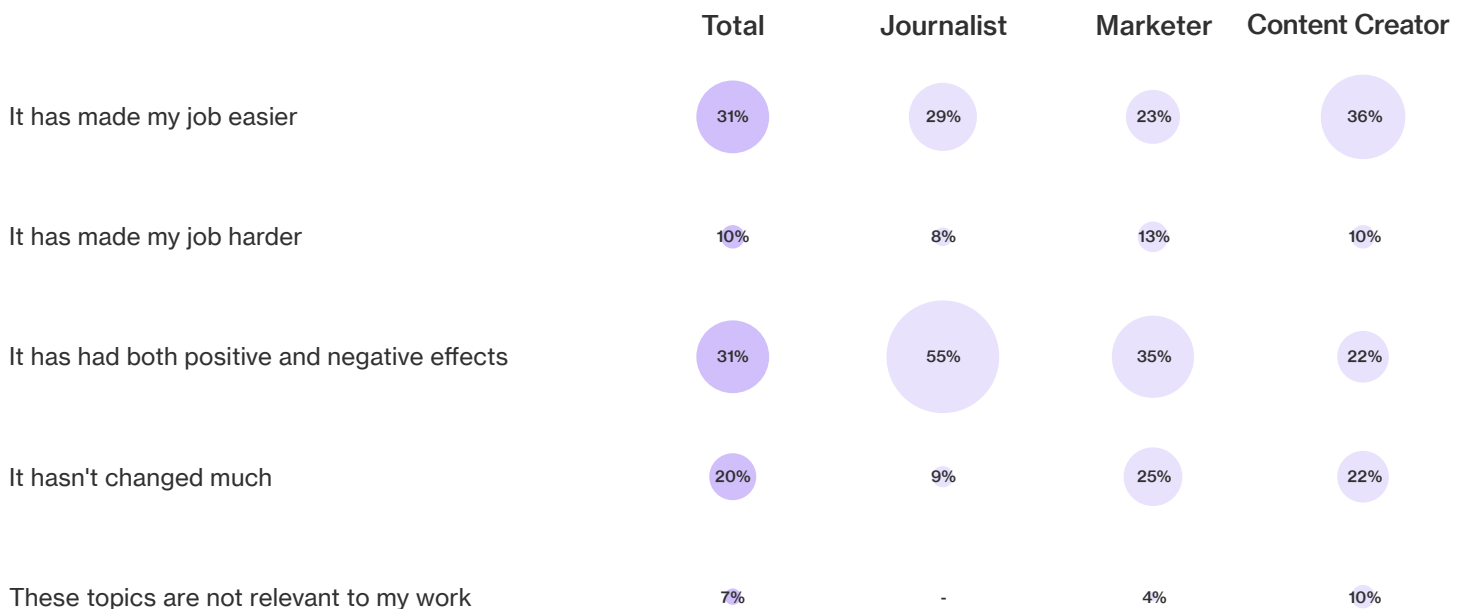
Between 87% and 93% of journalists, marketers, and creators say they, their teams, their bosses, and their audiences are paying attention to the language being used, proving it's not just a personal priority, it's a shared workplace standard. Similar numbers

say they, their teams, their managers, and their audiences are familiar with inclusive language across race, gender, disability, and more, suggesting fluency in thoughtful framing is becoming a shared expectation.

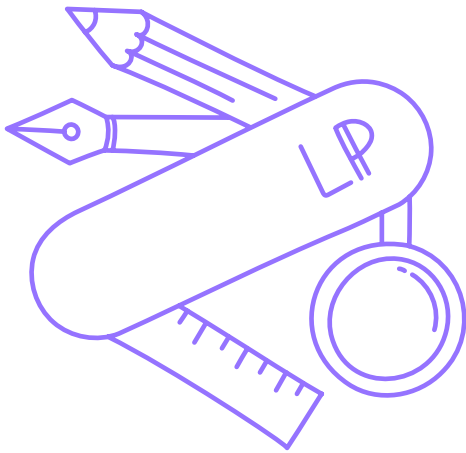
Across industries, professionals are navigating the impacts of recent high-profile shifts in DEI policy that are reshaping the language landscape. Our findings show a wide range of responses within and across industries that could point to a greater need for a tool like *Language, Please* that creates a shared understanding of the terms in question (Figure 8).

FIGURE 8

How executive orders rolling back federal DEI programs has affected work



We see the need for a shared understanding of language across all three fields; 90% of journalists, 96% of marketers, and 96% of content creators said *Language, Please* would be useful in their work, citing tools like real-world examples of inclusive language, a searchable glossary of key terms, and interactive editing tools as being particularly valuable. That’s especially true for more nuanced topics such as politics, gender and sexuality, mental health, and trauma, all of which *Language, Please* covers.



Most professionals currently rely on an ad hoc approach to language guidance, turning to colleagues, Google Trends, or AI tools like ChatGPT. For three in five professionals, there was a high level of interest in an AI-powered writing tool or editing integration from *Language, Please*, with content creators showing the greatest level of interest.

JOURNALISTS

At a time when newsrooms are stressed, the industry is contracting and fragmenting, and there is a nationwide conversation about how language is used, *Language, Please* is committed to offering journalists a tool to help meet evolving audience and industry needs.

Despite evidence of distrust in journalism—a 2025 Gallup study found Americans’ trust in mass media is “at its lowest point in more than five decades”¹²—our research found that news and media are among the groups Americans see as having the most power to shape language.

Today’s newsrooms often don’t have the financial or staffing resources to do inclusivity reads or update style guides (outlet-specific sets of standards for terminology) that keep pace with new and evolving terms. The journalists we spoke with alluded to noninclusive reporting often being the product of people not knowing what to say, not of intentional choices.

“When I started as a journalist in the early 2000s, journalists used terms ... they would never use today. Language changes and certain terms are filtered out and new terms become the norm pretty quickly. The speed at which efforts geared at making language more inclusive have spread is impressive.”

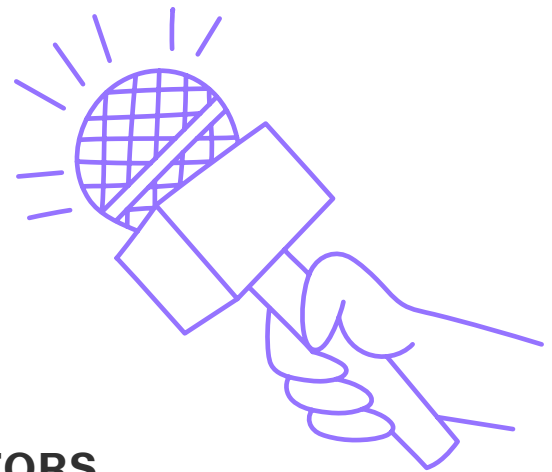
¹² Gallup, [02/27/2025](#)

As newsrooms determine the difference between a “[protest, a riot, and an insurrection](#),” or search for the best way to describe a “[historically underserved community](#),” the *Language, Please* glossary can help create a shared language with the audience, and one that builds trust.

In addition to the glossary, newsrooms have used our [What’s in a Name?](#) tool to explore historical context and a set of principles and concrete tips for navigating weaponized political language in thoughtful ways. [Edit, Please](#), our interactive experience, has allowed reporters and editors to review intentionally flawed story excerpts, make edits to improve the stories’ accuracy and inclusivity, and then compare their edits to *Language, Please*

suggestions, which are sourced from our published guidance. Additionally, they’ve turned to our [Editing Love Languages](#) tool, which introduces editors to six “personas” for sharing thoughtful feedback, provides concrete skills training, and offers strategies for producing excellent content and healthy workplace culture through thoughtful communication—a vital outcome in these charged times.

One editor we spoke to described *Language, Please* as a clear guide that explains how to use language in an inclusive and up-to-date way, noting the importance of “a living resource that evolves” in an industry that operates at the pace of an ever-accelerating news cycle.



CONTENT CREATORS

Our findings showed that across the three professions we surveyed, content creators were the most likely to say *Language, Please* would be an “extremely useful” tool as their field continues to evolve. Both journalists and content creators are driven to learn about language due to personal values and the need to avoid misunderstanding or misinterpretation, but content creators are more likely than journalists to also prioritize the public impact they seek through their work while journalists are more likely than content creators to additionally prioritize industry standards. In 2025, [social media surpassed television as the top way Americans get their news](#). As more people turn to

social media to keep up with the news, content creators are gaining followings and traction. News videos on TikTok accounts can garner over a million views, in some cases outpacing the average viewership for cable networks.¹³

The Reuters Institute found that Instagram users are more likely to look to online influencers for news (53%) than to the journalists or traditional media outlets (41%) on the platform. The split is even larger on TikTok, where users look to influencers 57% of the time and journalists 34% of the time¹⁴.

¹³ AdWeek, [12/01/2025](#)

¹⁴ Reuters Institute, [06/17/2024](#)

The Institute observed that these trends may be driving “the growth of a personality-driven alternative media sector which often sets out its stall in opposition to traditional news organizations.”¹⁵ Trust in traditional journalism institutions is low, and people are seeking fresh, unexpected, accessible ways to experience news.

The Shorenstein Center reported that the creator economy is worth about \$250 billion and is projected to almost double to \$480 billion by 2027. Journalism, by comparison, is a much smaller market, with revenues of about \$32 billion in 2022.¹⁶

That shifting power dynamic has run parallel to changes in the access creators now have to spaces that were once solely occupied by traditional news media outlets. As the Trump administration looks to reshape the government’s approach to press and media, they’ve prioritized space for far-right content creators in the press pool at the White House¹⁷. The administration has also had far-right content creators fill spaces in the Pentagon press pool left by traditional outlets that refused to abide by highly restrictive new press rules¹⁸.

With increased access and viewership comes increased expectations from the audience, who can see creators as trusted providers of news and information. More than half of 18-24-year-olds believe content creators could be considered journalists, and nearly half of 25-34-year-olds agree¹⁹. In fact, the Media Insight Project found that people ages 16 to 40 are more than twice as likely as older consumers to “pay for or donate to email newsletters, video, or audio content from independent creators (47%) than to traditional sources like print or digital newspapers (22%).”

There is a significant blurring of the lines as more newsrooms prioritize personality and creator content. A recent Washington Post memo announced “talent-driven journalism is the future of media, and personalities and creators will lead the way.”²⁰ More traditional journalists have also pivoted to creator-style models, opting to communicate directly with their audiences via platforms like Instagram, TikTok, and Substack. In 2025, more than one in three journalists surveyed by MuckRack self-identified as creator journalists.²¹

Given these shifts, it’s not surprising that just 6% of content creators say they don’t focus on

learning about language changes at all. They know that the right—or wrong—word can determine the quality of attention drawn to their channels in an economy where their success is dependent on viewer engagement.

At the same time, **Americans are twice as likely to see news and media organizations as having the power to shape language**, compared to social media influencers. These findings show that, for news consumers, there is still a considerable intrinsic value in the information and products coming from traditional newsrooms.

Content creators are often independent operators who work without the structures and supports that a traditional newsroom relies on, including editors or style guides that help inform word choice. News influencers with backgrounds outside of journalism may never have had access to these resources, and reporters who’ve left traditional newsrooms to launch their own brands could be operating without key editorial supports for the first time.

Additionally, in recent years, many of the content moderation tools that social media creators and audiences had previously relied on to ensure accuracy and flag misinformation or hate speech have been pulled or deprioritized by the tech companies running social platforms. In 2025, Meta not only eliminated its fact-checking practices on Facebook, Instagram, and Threads,²² but also many of its hate speech protocols specifically around language related to sexual orientation, gender identity, and immigration status.²³

Tools like *Language, Please* can help creators fill in those gaps and identify the best language to use to reach their audiences where they are. Our findings showed content creators had the highest level of interest in *Language, Please*’s searchable glossary, directory of expert reviewers, and library of best practices.

¹⁵ Reuters Institute, [06/17/2025](#)

¹⁶ Shorenstein Center, [11/09/2024](#)

¹⁷ Fortune, [01/31/2025](#)

¹⁸ Washington Post, [11/29/2025](#)

¹⁹ Radio, Television Digital News Association, [June 2025](#)

²⁰ PR Week, [01/08/2025](#)

²¹ MuckRack, [10/14/25](#)

²² CNN, [01/07/2025](#)

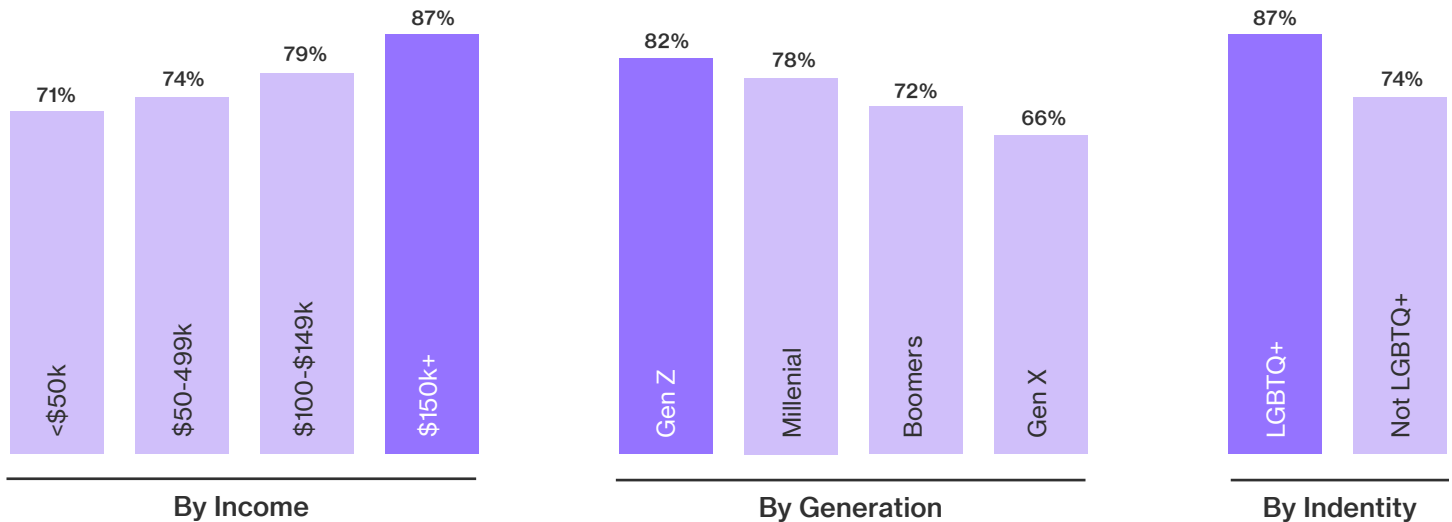
²³ AP, [01/08/2025](#)

BRANDS & MARKETERS

Americans have similar expectations of brands as they do of public figures like influencers. Younger generations increasingly want to use the power of the purse to support or abandon brands based on how well they align with their values.²⁴ Our research found that **four in five Gen Zers and Millennials support companies prioritizing diversity and inclusion**. Similar numbers of Americans making more than \$100,000 a year agree (Figure 9). These are critical market segments for brands to capture.

FIGURE 9

"As long as it doesn't feel insincere or preachy, I'm fine with companies prioritizing diversity and inclusion" % AGREE



These views align with Gen Z's frequent inclination to turn to trusted personalities over brands. Gen Z puts a lot of trust in content creators, whom they see as real people speaking their language, more so than in traditional ads or brand campaigns. A 2024 survey by youth marketing agency Archrival reported that 56% of Gen Z consumers and 47% of millennial consumers said "brands often lie about their products/services." As a result, they found that "young people are increasingly using social media as a search engine, to research products they've seen online or IRL and hear from others about the item's fit, quality, packaging and more."²⁵

There is perhaps no more potent example of the way people interact with traditional brands in today's environment than the 2025 American Eagle ad, "Sydney Sweeney has great jeans", which became a topic of national debate and led to backlash²⁶. Some consumers accused the brand of dog whistling, while others celebrated the ad as a major media win for conservatives²⁷. When American Eagle responded, the company focused not on the language but the product, saying the ad "is and always was about the jeans."

²⁴ Fast Company, [06/18/2025](#)

²⁶ NPR, [08/01/2025](#)

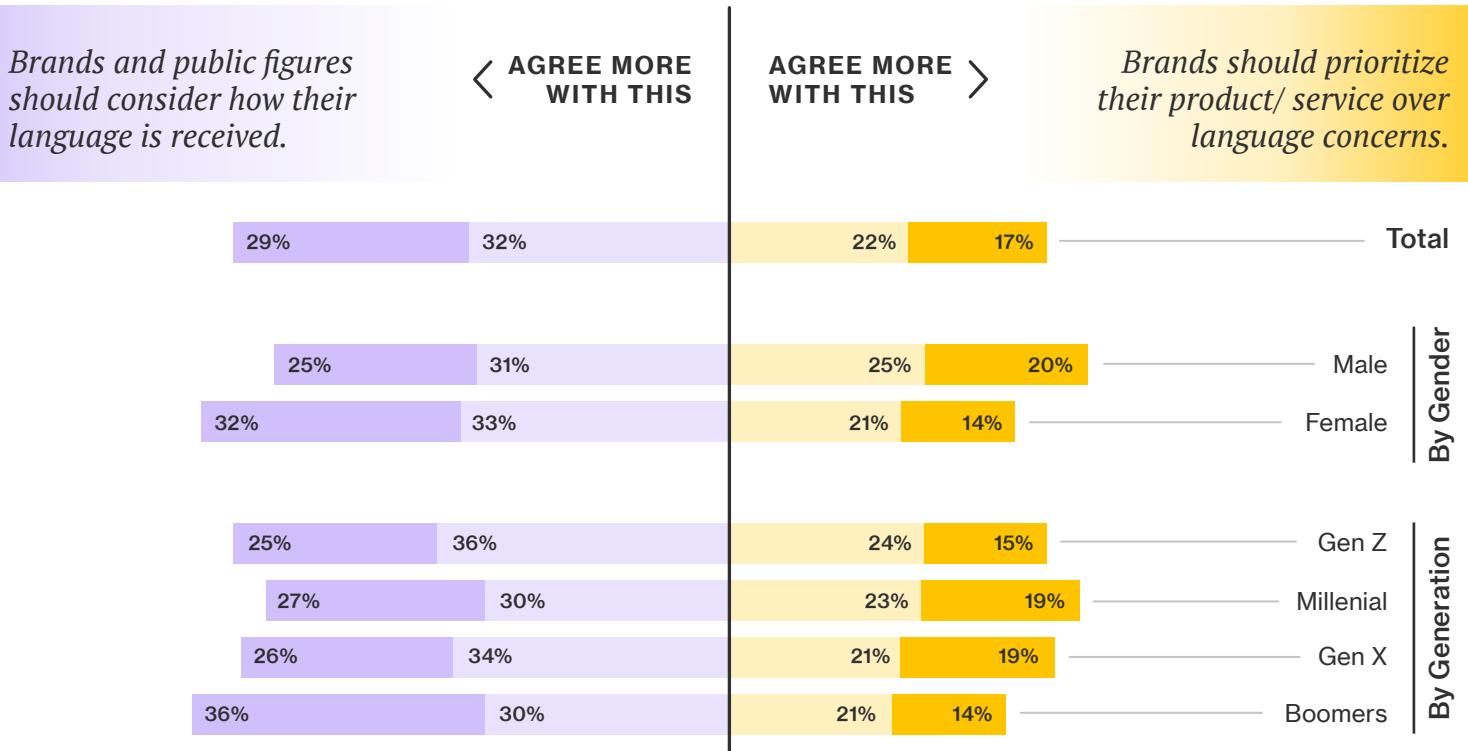
²⁵ Vogue Business, [2024](#)

²⁷ The Cut, [08/04/2025](#)

Words and references will always operate on multiple levels and act as different signals to different communities.

Our findings show that regardless of age or gender, **Americans lean more toward the sentiment that brands and public figures should consider how their language is received versus prioritizing their product or service over language concerns** (Figure 10).

FIGURE 10



Language, Please and its tools, like [What's in a Name?](#), allow marketers to understand the ways different audiences may interpret their words. The [marketing glossary](#) can also help ensure that they are approaching a new project from a strategic angle that will resonate with their audience.

And as corporations look to navigate challenging moments in the news cycle—from elections to international conflicts—*Language, Please* can be an invaluable tool as leaders look for the words that both meet the moment and align with their voice and brand.

The American People

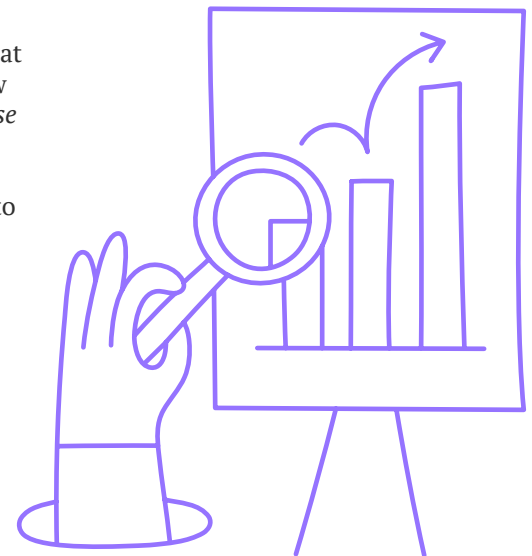
Language, Please recognizes that the American people engage with language as more than just consumers of news, social content, and products. As our data shows, they engage with linguistic changes on a personal level. They may be looking for a thoughtful way to speak respectfully about an LGBTQ+ family member, to understand where a new term has come from, or to talk to a friend about why they might want to reconsider a word they've been saying for decades.

Seven in ten Americans prioritize behaviors tied to compassion, fairness, and seeing from different perspectives—what we might call every day inclusion. Those priorities are consistent across generations.

And a full 84% of Americans recognize that real barriers to opportunity and financial success still exist in America. Acknowledging them isn't controversial; it's common ground.

Language, Please allows them to take that knowledge one step further and find the right terminology not just to discuss but to address those barriers.

By giving people a path to navigate those moments where they know what they want to say, but might not know exactly how to say it, *Language, Please* can help the American people live out the value of respectful language they overwhelmingly say they want to embody.



Conclusion

Language is the currency of the day. From the White House press room to a cable news desk to an influencer's post to an ad campaign to a conversation around the dinner table, word choice has never been more potent or politicized. The American people are clear about the value of this currency. But in order to make the most of it, they have to understand its dynamics and evolutions.

Americans want to know what words mean and that the people saying them really mean them. As an educational platform that functions as a style guide

for the people, *Language, Please* allows everyone to approach our evolving language with curiosity and to access the information they need to make the choices that are right for them.

Americans aren't asking for perfection. They're asking for care, for thoughtful, informed language. For journalists, brands, and creators alike, the path forward isn't about saying less; it's about meaning more. **When communication puts an emphasis on meaning, it doesn't just land. It leads.**

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Talk to us

We'd love to hear from you! If you are a journalist, marketer, advertiser, creator, funder, or supporter of *Language, Please*, share your thoughts and experiences by writing to us at hello@languageplease.org. For additional resources, and more guidance for thoughtful decision-making around language use and framing, visit languageplease.org.

Language, Please

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