Biased Language

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According to Bevan and Sole, biased language includes the use of words which knowingly or unknowingly becomes offensive. The use of such language is becoming difficult to interpret as the technology and latest communication devices have made impossible to interpret psychosomatic attitudes of people (Bevan 2020). Another reason, most people cite for the unintentional use of biased language is related to sexual orientation, race, ethnicity and religion. However, with the widespread use of technology, the use of biased language is becoming a norm. It reflects the perception of sender, since some words are particularly related to human psychology, so Bevan believes that it is not a pressing task to differentiate biasness in a routine conversation.

Biased language impact over the attitude and behavior of both the receiver and sender in many ways. It limits the rational approach that otherwise is reflective in a usual chat. It impact the attitude of the receiver, since it pushes the receiver to think in a definite manner, or in ways that are intolerable for the receiver (Bevan 2020). For the sender, the biased approach is associated to mental bearings at that time or in some cases to the external environment. It is probable that the sender is influenced by the surroundings or some other pressing task has taken hold of his attention. Therefore, the biased language impact the behavior and attitudes of the sender and receiver both.

Bevan argues that computer mediated contexts involve emotions and physical gestures as well. Therefore, compared to the text messages, the visual images make it easier to avoid. As biasness through physical postures are abrupt and cannot be pre- planned in manner of acting, therefore in computer mediated context it is easy to avoid biasness. In the form of manuscript, however, it could be planned or designed to deliver a specific message or to create a certain stance.

# References:

Bevan, Jürgen. 2020. “Gesture Research.” *Handbook of Pragmatics: 22nd Annual Installment* 22: 3.