

Ligali Media Guidelines 2004

	Current Usage	Recommended Usage
<p>Afro-Caribbean (disrespectful)</p> <p>Replacing African with 'Afro' is disrespectful, similar to how 'Paki' is seen as an offensive abbreviation of Pakistani, and 'Abo' is a racial slur to someone of Aboriginal heritage.</p>	<p>Afro-Caribbean children are embracing their cultural heritage</p>	<p>African Caribbean children are embracing their cultural heritage</p>
<p>Black (offensive / inaccurate)</p>	<p>black(s)</p>	<p>African(s)</p>
	<p>black and Asian people</p>	<p>African and Asian people</p>
	<p>British blacks / UK blacks</p>	<p>African Britons</p>
	<p>black community (UK)</p>	<p>African British¹ community</p>
	<p>black Caribbean</p>	<p>African Caribbean</p>
	<p>black African</p>	<p>African</p>
	<p>black South African</p>	<p>South African</p>
	<p>The man was black and wearing a t-shirt</p>	<p>The man was described as having a light brown complexion with short hair, and a white t-shirt</p>
<p>Black on black (offensive)</p>	<p>Gun crime in the UK is predominantly black-on-black</p>	<p>Gun crime disproportionately affects African British communities</p>
<p>Black person of African descent (offensive / inaccurate)</p> <p>The equivalent in other racial groups would be 'a brown person of Asian descent, a yellow person of Chinese descent, a white person of European descent, a red person of Native American descent.</p>	<p>She is a black person of African Descent</p>	<p>She is African</p>

¹ **African British** is the name now used to describe the community previously mislabelled as Afro-Caribbean, Black British, UK Black, Negro, Coloured and Black. It embraces all British nationals with antecedents originating directly from Africa or indirectly via African diasporic communities, such as those in the Caribbean and South America.

Black person of West Indian descent (offensive / inaccurate)	He is a black person of West indian descent	He is African Caribbean
Brotha (informal)	I only date black men	I only date brothas
Coloured (offensive)	Coloured people now want to be recognised as blacks	Africans now want to be recognised as Africans
Drug Mules (offensive)	A 12-year-old drugs mule nearly died after trying to smuggle 87 condoms packed with heroin in his stomach, it emerged today* <i>*Daily Mirror, April 02 2004</i>	A 12-year-old boy nearly died after trying to smuggle 87condoms packed with heroin in his stomach, it emerged today.
Developing World (patronising)	People from the developing world are living in poverty.	People from Africa, Asia and South America are living in poverty
Ethnic (disrespectful)	Black people are the largest ethnic group in the UK	African and Asian Britons are the largest minority community in the UK
Half Caste (offensive) Coolie (offensive) Coffee coloured (offensive) There are several widely accepted alternatives, the most common are: <ul style="list-style-type: none"> • Mixed Race • Mixed Heritage • Dual Heritage • Bi racial 	Their coolie baby is coffee coloured because the dad is half caste.	Their baby is light skinned because the dad is mixed race.
Mumbo Jumbo (disrespectful)	He was talking a load of mumbo Jumbo	He was talking a load of rubbish

<p>Nigger (offensive)*</p> <p>*Banned. This word is the African Kryptonite. It is not to be used in any social or political context (excluding reference material).</p> <p>When used whilst reporting or in editorial prose it is universally recognised as ‘the N-Word’.</p>	<p>Nigger, Nigga or Niggaz</p>	<p>The N-Word</p>
<p>Nitty Gritty (offensive)</p>	<p>Lets get down to the nitty gritty</p>	<p>Lets get down to the heart of the matter</p>
<p>Nubian (disrespectful/inaccurate)</p>	<p>Nubians in Brazil share the same fate as blacks in the UK and US</p>	<p>African Brazilians share the same fate as African Britons and African Americans</p>
<p>People of Colour (disrespectful)</p>	<p>People of colour are amongst the poorest in the world</p>	<p>Africans, South Americans and Asians are amongst the poorest in the world.</p>
<p>Sista (informal)</p>	<p>I only date black women</p>	<p>I only date sistas</p>
<p>Slave (offensive)</p>	<p>The black slaves were taken from Africa employed as servants</p> <p>The Slave Trade was barbaric</p>	<p>The enslaved Africans were taken from Africa and forced into servitude</p> <p>The trade in enslaved Africans was barbaric</p>
<p>Third World (offensive)</p>	<p>We now have a third world train service</p>	<p>We now have a poor quality train service</p>
<p>Urban (offensive/disrespectful)</p>	<p>Black youths are now cool with being urban.</p>	<p>African youths are now cool with being socio-economically deprived.</p>
<p>Urban music (disrespectful)</p>	<p>Misogynist man is the biggest rapper in Urban music</p>	<p>Misogynist man is the biggest rapper in Hip Hop</p>



West Indian / Windies (inaccurate/disrespectful)	My neighbour is West Indian	My neighbour is from the Caribbean
Yardies (disrespectful)	Yardie gangs are responsible for drug trade in London	There are some Jamaican born criminals responsible for drug trade in London

For a more a detailed explanation of race related language, definitions, terminology and Etymology please visit the Ligali Etymological Dictionary of Word & Phrase Origins at www.ligali.org/terminology/terminology.htm