



## Bay Club Diversity Task Force

# DIVERSITY & INCLUSION EDUCATION SERIES

### March 2021: Code-Switching

The Bay Club Education Series was created to provide resources and tools on important topics related to Diversity, Inclusion, and Belonging, as well as provide a space for dialogue.

Have you ever heard of the term “Code-Switching”? Code-switching can take on many forms. Linguistically, it is defined as the practice of alternating between a variety of languages in conversation. However, it can also be understood as the ability to quickly modify or switch one’s behavior, appearance, or speech to adapt to sociocultural norms of the dominant group.

Join the conversation as we deepen our understanding of the effects of code-switching and how we can continue to promote an environment where all individuals feel authentically part of the collective associate community.

**Questions? Contact:**



#### LEARN ABOUT IT

“Code-Switching”  
begins March 2021



#### TALK ABOUT IT

Leadership Discussion  
Coffee Chats



#### GO ABOUT IT

Code-Switching Quiz  
in *The Buzz*

#### PURPOSE

- Understand what it means to code-switch.
- Learn the different forms, benefits, and drawbacks of code-switching.

#### OBJECTIVES

- Identify the variety of ways individuals use code-switching in day-to-day interactions.
- Explore how we can cultivate spaces that value inclusion and differences, where all associates feel comfortable bringing their authentic selves to work.



Associates with questions about the Education Series or content are encouraged to first contact their immediate supervisor or Club’s Task Force team member. In the event this is not the most logical option, you may direct questions or concerns to the Diversity and Inclusion Team at [listening@bayclubs.com](mailto:listening@bayclubs.com), or the Human Resources Department at [HR@bayclubs.com](mailto:HR@bayclubs.com) or 888.830.7160. Please note that this is an anonymous Human Resources number.

## Learn About It

Code-switching is typically described as a linguistic term. Webster's dictionary defines it as "switching from the linguistic system of one language or dialect to that of another." It also involves adjusting one's style of speech, demeanor, appearance, behavior, and expression to comfort those in the dominant group or fit in with sociocultural norms. Have you ever felt the need to code-switch or sensed that some else was code-switching in your presence? The ability to code-switch can be seen as a skill to maximize professional gains and bridge gaps in communication. However, it can become problematic when individuals feel they need to code-switch to downplay membership in a stigmatized or marginalized group. Appreciating and being curious about different cultures leads to cross-cultural awareness, which is vital to fostering spaces where everyone can be their authentic selves. 🧠



## KEY WORDS & DEFINITIONS

- **Code-Switching** is the ability to quickly switch between different cultural spaces and social situations by modifying one's language, style, tone, and level of formality.
- **Dominant Culture** refers the culture that has been able to impose its values, language, and ways of behaving on other cultures through economic, social, or political power.
- **Language** is the principal method of human communication that connects people, consisting of words used in a structured and conventional way and conveyed by speech, writing, or gesture. Language can also identify a person, who they are, and where they are from.
- **Identity** is an individual's sense of self, defined by a set of physical, psychological, and interpersonal characteristics that is not wholly shared with any other person and carries a range of affiliations (e.g., ethnicity) and social roles.
- **Cultural Capital** is the makeup of a person's social assets (education, intellect, style of speech, style of dress, etc.) that promote social mobility in a class-based society.



## RESEARCH RESOURCES

- **Read:** *Code-Switching in the Workplace: Understanding Cultures of Power* — Integrative Inquiry  
[English](#) | [Spanish](#) | [Chinese \(Traditional\)](#)
- **Watch:** [The Cost of Code-Switching](#) — Chandra Arthur



This video can be viewed with subtitles in over 100 languages. Click on the settings gear icon on the bottom right to select a language, or [follow these instructions](#).

## Talk About It

Join in on the conversations as we hold monthly discussions, chats, and calls about the topic of the month.

## LEADERSHIP DISCUSSION

## COFFEE CHATS

## ZOOM CALLS



"Be yourself; because an original is worth more than a copy."

— Suzy Kassem