

# CELEBR8

## Pre-reading

1. Look at the following list and underline which words indicate a possible cause of discrimination.

Accent  
Age  
Appearance  
Caste  
Colour

Disability  
Education  
Fashion  
Gender  
Immigration

Neighbourhood  
Religion  
Sexuality  
Tribe  
Wealth/poverty

Look at the list again and put a tick against any forms of discrimination that you have either personally experienced or that someone you know has experienced.

2. Work in groups of 4. Choose three causes of discrimination that you can agree on and discuss what form the discrimination might take (for example, people who are disabled and have mobility problems may find public transport impossible to use; fashion conscious people may ignore or look down on those who don't follow the latest fashion).

Add any other forms of discrimination that you agree on to the list above.

Discuss your findings with the class.

3. Make a mental list of what makes you personally discriminate against others. You don't have to share this information with anyone unless you want to.

4. Look at these lines from the poem by Levi Tafari. Which forms of discrimination are being presented?

there are many different faiths  
we have lots of beliefs

the variety of tone we display  
is the result of melanin

society creates roles  
for the genders to define

you don't reach that golden age  
by being stupid

now a days sexual expression  
is red hot and spicy

.....is not the problem  
it's the world that doesn't cater to your needs.

.....fleeing persecution  
in the middle of the night

# Celebr8

## The Poem

1. Match the vocabulary with the meaning. Half of the meanings are correct but others belong to other words in the table.

diversity	varied; of many types
adversity	misfortune
incursions	variants of one thing
versions	hostile invasions or attacks
fuss	use bad language
cuss	excessive commotion; nervous activity
grief	deep sadness or sorrow
thief	robber
rigid	cold; unresponsive
frigid	inflexible; demanding
floating	suspended in the air without visible support
voting	expressing one's choice or desire
retire	stop working
desire	want; wish for
restrain	restrain oneself; not to take part or do
abstain	stop someone or something from doing something
exclude	kept out
include	embrace or involve
sight	difficulty or problem
plight	view

2. Listen to the poem being read.

Now listen again and tick the words you hear. Only one of each pair will be said. They appear in the order shown.

diversity  
adversity

floating  
voting

incursions  
versions

retire  
desire

fuss  
cuss

restrain  
abstain

grief  
thief

exclude  
include

rigid  
frigid

sight  
plight

3. Can you reconstruct the refrain of the poem? By now you will have heard it at least eight times. Complete this skeleton:

\_\_\_\_\_ CELEBR8

NOT \_\_\_\_\_

LEARN \_\_\_\_\_

\_\_\_\_\_ PLAYER \_\_\_\_\_

BECAUSE THERE'S \_\_\_\_\_

AND THERE'S \_\_\_\_\_

\_\_\_\_\_ IN THIS \_\_\_\_\_ OF \_\_\_\_\_

LET'S \_\_\_\_\_



## Celebr8 Context

1. On the next few pages you will find some information provided by companies offering employment. Each of them makes reference to their policy on diversity. Read the information carefully, and then answer the questions which follow.



There are lots of reasons why people choose to work at Sainsbury's, and there are even more reasons why many of them decide to stay and build a career with us.

Our people policies, covering areas such as Health & Safety, employee relations, fair treatment and learning and development, help make working life better for everyone. Schemes such as Tell Justin, where employees are invited to share their thoughts with our Chief Executive, make sure staff are listened to from the highest level. And we ensure there is a strong focus on diversity in the workplace, by actively recruiting people from a wide range of ages and backgrounds. We also pride ourselves on our Corporate Social Responsibility, with initiatives including a food donation programme, promotion of Fairtrade produce and our Active Kids scheme.

(Sainsbury's Supermarkets (UK))





## Diversity

Our people are the foundation of our success. It's as simple as that. We want the most talented, whatever their personal characteristics, age, race, gender, religion, sexual orientation, or disability.

As Barclays reaches further across the globe, we want our employees to reflect the communities we serve in every country where we have a presence.

Our commitment to a diverse workforce extends across the world, with different schemes and projects reflecting the needs of each local market. That commitment has been captured and clarified in our [Diversity Charter](#).

You can find out more about some examples of our work by clicking on the relevant link:

- **Age:** We provide fair opportunities for people of all ages.
- **Disability:** This is high on our diversity agenda.
- **Gender:** We're striving to increase the number of women in senior positions.
- **Race and culture:** Our cultural mix reflects that of our customers.
- **Sexual orientation:** We have a policy of zero tolerance towards any discrimination based behaviour.
- **Diversity Charter:** Captures our commitment to a diverse workforce.

(Barclay's Bank (UK))



At HP, we believe in the power of ideas. From cutting edge personal digital equipment to the most powerful IT solutions, we use ideas to put technology to work for everyone. And we believe that ideas thrive best in a teamwork culture. That is why everyone at every level in every function is encouraged to have original ideas, to express them and to share them. We believe anything can be achieved if you really believe in it, and we will invest in your ideas to change lives and working practices.

It is all to do with what sets us apart as a company. At HP we work across borders, and without limits. Global virtual teams share resources and pool their brainpower to solve business issues and meet personal goals. Each individual is valued for the unique skills, experiences and perspective they bring. That's how we work at HP. And it's how ideas – and people – grow.

(Hewlett Packard (USA))

**It Takes Talent to Find Talent**

People are Microsoft's greatest asset. Human Resources is responsible for identifying, hiring, and retaining this gifted intellectual talent, as well as developing and administering Microsoft's generous compensation and benefits programs in order to create a quality employee experience. We help maintain Microsoft's fulfilling work environment, which is a catalyst for great achievements.

Human Resources ensures that a diverse range of candidates is considered for opportunities. We believe that hiring exceptional, diverse talent gives Microsoft unlimited potential. The result is enhanced product development and employee performance, as well as a connection with communities everywhere.

Our staffing professionals are adept at spotting talent and potential, not just knowledge. We aim to hire people who are smart, work hard, and get the right things done. Doing so requires staffing professionals to take a long-term view — they look for people who **demonstrate the potential for ongoing success at Microsoft**, as opposed to simply filling an immediate and specific need.

Staffing seeks to hire talented people who are passionate about their work. This passion translates directly into products and services that enable Microsoft customers to do their very best.

(Microsoft (USA))



McDonald's is the world's community restaurant. We are proud of our long-standing commitment to a workforce that is diverse. We believe in developing and maintaining a diverse workforce that will strengthen the McDonald's system. Diversity at McDonald's is understanding, recognizing and valuing the differences that make each person unique.

**McDonald's has been recognized for its many contributions in the following areas:**

- Top 25 Companies for People with Disabilities
- Best Employer for Asians
- Top 50 Places for Hispanic Women to Work
- Fortune Magazine - Top Places for Minorities to Work
- Working Mother Magazine - Top 10 Diversity Champions
- Hispanic Magazine - Top 50 Corporate Women in America
- Black Enterprise Magazine - 30 Best Companies for Diversity

McDonald's is committed to recognizing the talents and job performance of all employees and values the contributions that come from people with different backgrounds and perspectives

(McDonald's (USA))



## **NHS** choices

### The NHS - a rewarding place to work

There are few careers that are as rewarding as one in the NHS, or that give you the opportunity to work with such a variety of people.

We actively recruit people of all ages, backgrounds and levels of experience. This helps us understand the different needs of the patients and provide the best possible service.

Whichever area you join, you become part of a talented, passionate team of people, committed to providing the best care and treatment to patients. You will also enjoy one of the most competitive and flexible benefits packages offered by any employer in the UK.

(National Health Service (UK))



Please contact:

NAC MG UK Ltd,  
Low Hill Lane,  
Longbridge,  
Birmingham,  
B31 2BQ

or [recruitment@nacuk.co.uk](mailto:recruitment@nacuk.co.uk)

NAC MG UK Ltd promotes equal opportunities

(MG-Rover (UK))

## **BAE SYSTEMS**

BAE Systems is a global company offering international careers. We aim to select the right people from whatever culture and background, who will work together to achieve amazing results offering innovation, projects, world class, world leader, and work/life balance.

We have sites across the UK; [click here](#) for site locations

BAE Systems offers a wealth of opportunity and career balance, see our [career profiles](#) to meet some of our current employees and read their experiences.

(British Aerospace)



## Entry Requirements

Regular Army entry requirements at a glance		
REGULAR ARMY	Soldier	Officer
<b>Age</b>	16-33 (See Notes 1 & 3)	17-28 (See Notes 2 & 3)
<b>Qualifications</b>	No specific requirements - except for technical jobs	A minimum of 35 ALIS points for the best subjects at GCSE or equivalent(See Notes 4 & 5)
<b>Medical and Physical Condition</b>	Successful completion of: GP Questionnaire and a full Army Medical	Successful completion of: GP Questionnaire and a full Army Medical

1. Parental or guardian consent required if aged under 18.
2. Exact age limit is 17 years and 9 months
3. Higher age limits for those joining as professionally qualified or specialist entrants.
4. A minimum of 35 ALIS points for the best 7 subjects at GCSE or equivalent which must include English Language, Mathematics and either a Science subject or a Foreign Language at grade C or better. Plus 180 UCAS Tariff points acquired in separate subjects at AS and A level equivalent to include a minimum of 2 passes at A Level at grades A-E or equivalent. Note that the General Studies paper does not qualify for UCAS Tariff points.
5. Ex-regulars may be enlisted up to 52 years of age.

Citizen Requirements for Regular Army		
REGULAR ARMY	Soldier	Officer
<b>British citizen</b>	Yes	Yes
<b>Citizen of the British dependent territories</b>	Yes	Yes
<b>British subject under the British Nationality Act 1981</b>	Yes	Yes
<b>Citizen of a Commonwealth country</b>	A period of Residency in the UK may be required for some jobs	Security clearance procedures require candidates, whether or not they are of UK origin, to have resided in the UK for a period of 5 years prior to entering officer training. In certain circumstances a waiver of part of this requirement may be granted.
<b>A British Protected Person</b>	Yes	Yes
<b>A citizen of Ireland</b>	Yes	Yes

(British Army)



Questions:

		Sainsbury's	Barclay's	HP	Microsoft	McDonald's	NHS	MG	BAE Systems	British Army
1	Which gives the least information about its diversity policy?									
2	Which would appear to offer the least diversity? Why is this?									
3	Which wants to recruit diversely to help it work better with its customers?									
4	Which adapts its offer to suit local requirements?									
5	Which makes a point of understanding individual differences in its workforce?									
6	Which stresses that talent is more important than background?									
7	Which offers a direct link between employees and the senior manager of the company?									
8	Which stresses the importance of teamwork?									
9	Which looks for talent across a wide range of approaches?									
10	Which publishes a document outlining its approach to diversity?									

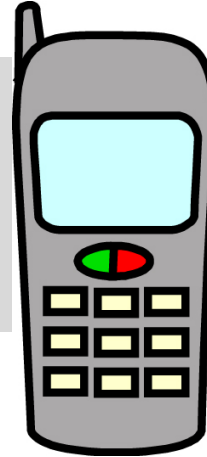


# Celebr8 Context

2. The title of the poem uses the kind of shorthand favoured by people sending text messages on mobile phones. Here is another poem, which was the winning entry in the Guardian newspaper's text poetry competition. It was written by Hetty Hughes.

txtin iz messin,  
mi headn'me englis,  
try2rite essays,  
they all come out txtis.  
gran not plsed w/letters shes getn,  
swears i wrote better  
b4 comin2uni.  
&she's african

*Hetty Hughes*



Text messages use slang and abbreviations:

*'www.Lingo2word.com S an On9 W3 DAT Transl8s Nefin DAT U write N2 TX slang'*

www.Lingo2word.com will "translate" anything that you write into text slang.

### Can you decipher the following messages?

1. WI lcu 2nite @ D bar?
2. Irlnds wrst evr dsastr ocurd 2day wn a sml 2 setr plane crshd in2 a cemtry irsh srch & resq av recvd 826 bdys dign contnus.
3. There's a danjrus virus goin arnd. itz clID wrk. f U rx wrk frm ur colleagues, ur boss, or NE1 Ls, via Emsg or NE oder means, dnt tch IT!
4. Wats D diff btw a nu OM N a nu K9 ?aftr a year , D K9 S stil xcited 2C U .
5. Wadya gt wen U cross a snowman W a }:-[? Frostbite
6. Wat shud U giv a wmn hu hs evryting ? a man 2 shO her hw 2 wrk it
7. w@ do (O--< sA wen dey hit a concrete wall? Dam!
8. Hw DY gt holy H2O? U boil D hell outa it.
9. Q: do u knw wot a wok S? A: somit u thrO @ a wabbit
10. 2 boyz got arestd 4 drinkN b@RE acid n letN firewrks off. One wz chrgd & D oder wz let off

**Now send text messages to colleagues in the class and get them to decipher them.**