Bilingual Education and Mexican Tsotsil Children in Chiapas

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Education

Quality education: School and education are powerful tools that can be used to heal and bring the community together! They can be used to build a truly human society: a learning community where everyone is given the opportunity to learn from each other and contribute to the community. However, the type of education that many indigenous children in Mexico have received has not always achieved this goal (Del Carpio, 2017).

Transitional bilingual education has damaged indigenous children’s personality and behavior, for example, children have become shy, quiet and isolated in the classroom due to the education they receive and the way they are treated (Hornberger, 2006). For this reason, Tsotsil indigenous teachers and students themselves have taken the initiative to promote the indigenous language and culture despite the lack of materials and support from the national educational system (Del Carpio, 2017).

Spanish-Tsotsil Bilingual Education

25 Tsotsil third graders & their teacher. Data was collected through passive and active observations, oral interviews and fieldnotes taken for an entire semester.

Language use and attitudes: a) Spanish is prioritized over the indigenous language to teach Math and Social Sciences b) Participants have positive attitudes towards their native language and culture and also for the mestizos’ language and culture c) Tsotsil language is taught and used by the staff, students and their parents.

Teacher: a) cares for their students’ academic performance and well-being by making sure their basic needs are met, b) has a close and healthy relationship with her students, c) promotes additive bilingualism by teaching in Tsotsil and Spanish.

Students: a) are bilingual or multilingual in some cases, b) are proud of their L1 and culture, c) continue to improve their language skills, d) learn in a caring, harmonious and inclusive environment where their L1 and culture are respected and promoted (Del Carpio, 2017).

Final Thoughts

Barriers such as poverty, lack of bilingual material and negative attitudes towards the indigenous language have not stopped indigenous children and teachers to promote additive bilingualism and respect for the indigenous culture.

Participants have used music, poetry, cultural events and have created their own bilingual materials to create and implement their own quality bilingual program. Therefore, the invitation now is to find ways to support them.

References:
Power of Diversity & Inclusion in Marketing and Advertising Practices
Elise Ahenkorah

Why is the Pre-Package Approach Outdated?

Rationale #1: Diversity is a Fact – Inclusion is a Choice
- It will be (if its not already) imperative to capture a potential customer’s values and experience within your marketing and communications strategies that deliver their experiences in a way that include, support, and delight them - rather than alienate them.

Rationale #2: People expect brands to embrace and speak to the full and authentic spectrum of their lived experience
- Marketing professionals need to become increasingly aware of the diverse nature of their customer base – and more conscious of the social, political, and cultural forces swirling around their brands, products, services.
- Today personal identities are intermingled with expressions of gender, race, religion, nationality, language and more, brands are becoming more sensitive to connect authentically with consumers who are skeptical of what is typically a predominantly European-ancient marketing landscape.

Rationale #3: Ensures organizations are involving alongside its consumer base
- Authentic and representative story telling is more important than ever when communicating or marketing a product/services to a wide and diverse audience.
- Organizations that don’t focus on this may be at risk of being “out of date” which can result in damaging your organization’s brand and overall credibility.
- When a brand goes out of its way to represent diversity and inclusion, the support from consumers will be evident.
- Companies achieve a lot of their success by tightly defining and then targeting each of their markets individually within their brand’s story telling.

Rationale #4: Appeal to new markets with spending power
- Not only do minority/diverse groups have huge spending power, but these groups are tightly knit communities that have influence among their peers through word-of-mouth, social media, and/or digital and traditional communities.
- According to Nielsen in 2016:
  - The spending power of the Black community is projected to reach $1.2 trillion by 2020
  - The buying power of the LGBTQ+ community has already reached $917 billion, a rise of about 3.7% within a year

Summary

Emerging population trends predict North America is becoming increasingly diverse. New population projections are a sign to markets to engage these audiences through celebrating their lived experiences within brand story telling, as opposed to alienating them.

Pre-package approach is outdated

Diversity is the who and the what: who’s sitting around the proverbial “table”. Inclusion is the how. Inclusion is the behaviours that welcome and embrace diversity.

Marketing and advertising are focused on demographics – targeting groups of people based on specific perceived characteristics to impactfully position your brand, products, services, and stakeholder engagement. More now than ever — the pre packaged approach is not a viable approach to engaging multiple audiences/stakeholders.

Diversity marketing is not so much a strategy as it is a new way of communicating that appeals to, and includes, diverse groups. This may include using different methods or marketing channels to appeal to various groups based on cultural differences, ethnicities, races, genders, religious beliefs, and more.

Examples of Companies Practicing Diverse and Inclusive Marketing Campaigns

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<thead>
<tr>
<th>EXCELLENT</th>
<th>POOR</th>
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<tbody>
<tr>
<td>Sephora</td>
<td>Pepsi’s 2018 Campaign with Kendall Jenner</td>
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<tr>
<td>Coca-Cola</td>
<td>HM advertising of young Black man wearing a “coolest monkey shirt” in 2018</td>
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<tr>
<td>Levi’s</td>
<td>Dove’s racially insensitive campaign in 2017</td>
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<td>Apple</td>
<td>United colors of Benetton</td>
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Tips and Tricks

1. Start at Your Strategy
- Are you trying to create a more diverse workplace or position your organization as an industry leader in diversity practices?
- If you start by clarifying your long-term vision, you can use it to guide your marketing initiative. This will ensure your campaigns are effective and move your organization in the right direction to reach your goals.

2. Build a Brand Story
- Creating a memorable brand starts by discovering your unique diversity story.
- Next, you integrate your marketing communication tools and activities to share those messages and create a consistent experience for all your stakeholders.

3. Strengthen Your Reach
- Don’t think you have to do all of the work when it comes to your efforts – in fact, it might be suggested to include diverse perspectives to ensure authenticity.
- From collaborating with employees to creating collaborative partnerships, there are ways you can maximize resources right at your fingertips.

4. Simplify the Plan, Process, and Evaluation
- Keep things straightforward by picking one thing and doing it well for a month, a quarter, a year, or whatever time you need to get your desired results.
- Create a metrics of success to ensure ROI.

5. Test It Out with Focus Groups
- Test pilot your campaign/initiative for a set period of time during which progress is evaluated and the approach is adjusted accordingly.
- For example, if a university is trying to find solutions to raise numbers of international student applicants from a specific country, it could try a social media campaign on Facebook for one academic year and measure its return on investment and impact on results within that specific community.