



Words Matter: The Language of Unrest

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Words matter.

- **Death**
- **Killing**
- **Homicide**
- **Murder**

Words matter.

- **Protest**
- **Demonstration**
- **Unrest**
- **Riot(ing)**
- **Uprising**

Words matter.

- **Reforming**
- **Defunding**
- **Dismantling**
- **Abolishing**

Words matter.

- **Racist/racism**

Words matter.

“I understand the moral outrage behind wanting to slap this particular label on this particular president and his many incendiary utterances, but I disagree. Journalism may not have come honorably to the conclusion that dispassionate distance is a virtue. But that's the fragile line that separates the profession from the rancid, institution-debasing cesspool that is today's politics.”

-- *Keith Woods, chief diversity officer, NPR*



Words matter.

“... Report. Quote people. Cite sources. Add context. Leave the moral labeling to the people affected; to the opinion writers, the editorial writers, the preachers and philosophers; and to the public we serve.

“We just have to do journalism.”

-- Keith Woods, chief diversity officer, NPR



Words matter.

- **Chemical irritants**
- **Tear gas**
- **Pepper spray**
- **Pepper balls**

Words matter.

- **Nightstick**
- **Truncheon**
- **Club**
- **Baton**

Words matter.

- **Slashing**
- **Puncturing**
- **Strategic deflation**

Words matter.

"State Patrol troopers strategically deflated tires ... in order to stop behaviors such as vehicles driving dangerously and at high speeds in and around protesters and law enforcement."

*-- Department of Public Safety spokesman Bruce Gordon
(Star Tribune June 8, 2020)*



Words matter.

“Officer-
involved
shooting”

