Terms & conditions apply

Why non-native speakers swear on stage

Sonja Riesterer

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Hello!

I am Sonja Riesterer

Marketing Manager at integer_net

🐦 @sonjarierr

Language connects

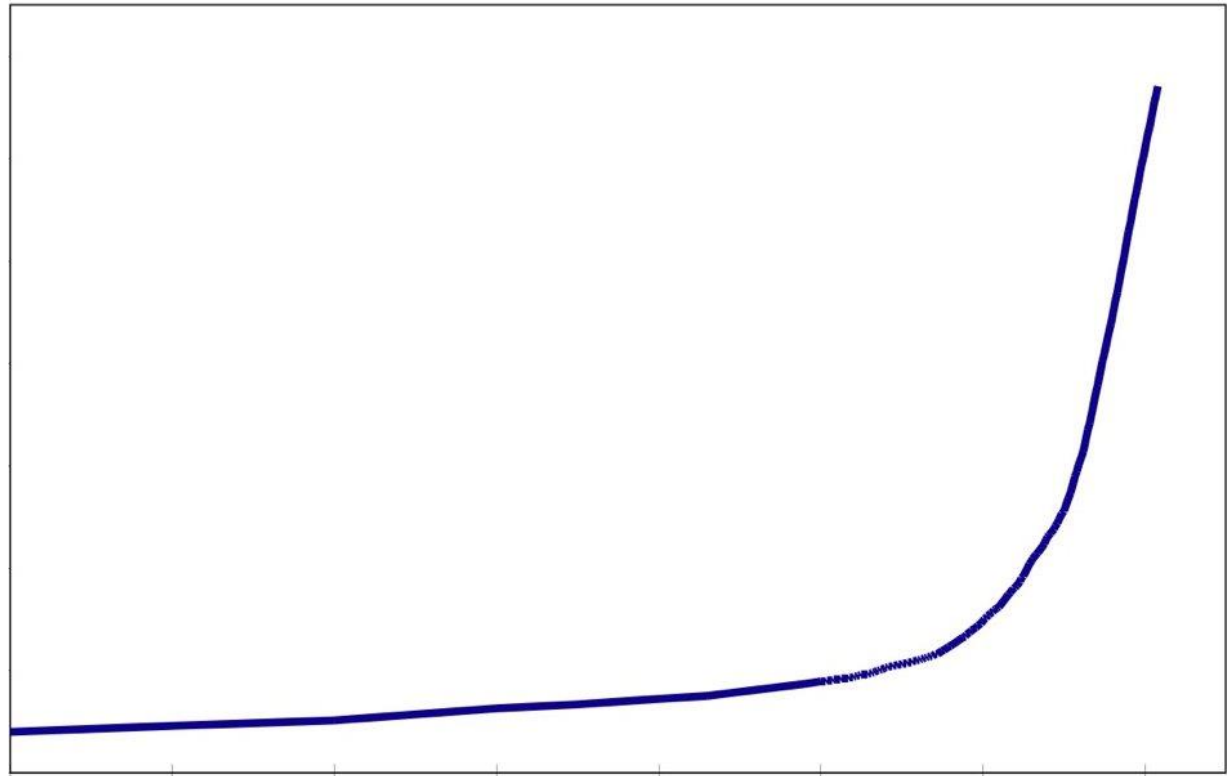# Find a common language

- Client: „Campaign pages.“
- Me: „What?“

Image credit: World Population Since 1300 A.D. Chart via Matt Lemmon on Flickr (CC BY-SA 2.0)

- *Language divides*

It became a little more complicated

Image credit: Minna Sundberg - Language Tree (expanded) via Tom Wigley on

Dude, where's my cart?

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Terms

- Master & Slave process
- Blacklists & Whitelists
- Black Hat & White Hat SEO

"Language doesn't exist without context, and that context makes some people uncomfortable.

Software is still about people (all life is), and it does no harm to defer to their history"

Andrew Howden

Alternative Terms

- ~~Master & Slave~~ Parent & Helper

- ~~Blacklist & Whitelist~~ Denylist & Allowlist

- ~~Black Hat & White Hat SEO~~ Unfair & Fair SEO

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Costs vs. Benefits

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"In pretty much every case there is a better word that is:
1) more descriptive and 2) shorter.

That's a win."

Andy McKay

If change is for the better, embrace it.

Language influences perception

Same same but different?

Image credit: Lera Boroditsky – How Language Shapes the Way We Think, TED

%$#! this and that

Learning a second language is hard

Obscenity

- Learned before the use of abstract words
- In our mother tongue
- "hallucinogenic effect"

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Second language: No image, no problem

What thoughts do you wish to create?

Thank you!

Sonja Riesterer

✉ sr@integer-net.de   #dogs

🐦 @sonjarierr   #strooPWAfels

🐦 @integer_net   #ballroomdancing

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