



Deafhood and You...

The power of languages

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1 1/2 Hours Online Training

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Gallaudet University GIEI & National Disability Institute

Today and March

Last August 2022 Session1 — Introduction to Deafhood & Hidden History (Highly recommended watch for additional background)

Today's Session 2 — Further dive into Deafhood with the lens of language translation through more than one modality. This session provides an understanding of how language translation impacts small business training for Deaf and hard-of-hearing people. Providing an American Sign Language interpreter is often inadequate, especially from the training perspective — we will explore why along with the recommended solutions.

March 1st Session 3 — The Dos and Don'ts of including Deaf and hard of hearing people in your meetings on Zoom and in-person meetings. Tips and strategies to maximize communication effectiveness in meetings so that everyone feels included — not left behind.



**Deaf & Hard of
hearing ASL
Entrepreneurs**

**NDI & Spokes
Small Business
Training &
Resources**





Unesco Courier --An Inca suspension bridge is restored in Peru

Gallaudet's 159th Year

ONLY ONE Deaf-owned restaurant, MOZZERIA, out of many bars, restaurants, dry cleaners, liquor stores, grocery stores, fast food franchises, electronics and retail stores within the walking distance of Gallaudet University.



“As long as we have Deaf people on earth, we will have signs. And as long as we have our films, we can preserve signs in their old purity. It is my hope that we will all love and guard our beautiful sign language as the noblest gift God has given to Deaf people.”

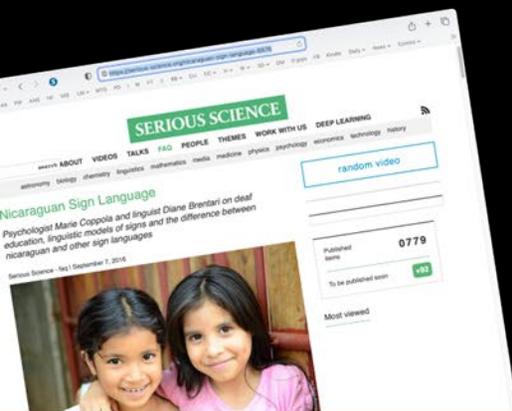
- George W. Veditz, 1913

Modality: Spoken vs Signed

Communication vs Language

**“Static” vs Evolving, Deep and
able to discuss abstract ideas
including past and future**

Deaf Children in Nicaragua Natural signed languages weren't invented in a committee.



Nicaraguan Sign Language



BIRTH RIGHT

Draws upon the principle of basic human rights in relation to language acquisition at birth. When acquired fast, it enables deaf children to have full communication with people, improving their cognitive and social skills. Deaf children need access to sign language from birth.



Goals

- Understand impact of translating spoken and signed languages in business training
- The importance of native Deaf trainers in business content
- Providing ASL interpreters and/or closed captioning is a good starting point
- But it is ***not enough.***
- Deaf Trainers already understand and can naturally generate the information available in NDI & spokes in order to translate effectively and accurately — this would require time and effort

American Sign Language

Far more complex and rule-based than just gestures!

ASL has phonology, morphology and syntax just like any other spoken language

ASL uses the following:

- Handshapes
- Orientation
- Location
- Movement and more!

How did you learn the
grammar of English?

The Power of Language

Values

DEAF

Sign Language

Visual

3D/Spatial

Tactile

Body/Face

Gestures

HEARING

Speaking/Hearing

Music/Sounds

Linearity

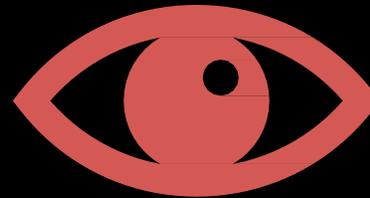
Less touching

Tone/Voice

How Human Brain Processes Input

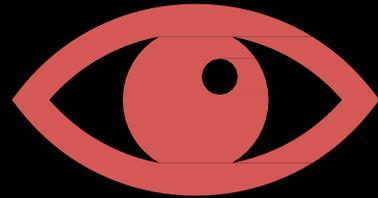


6 second
segment



3 second
segment

I will go to the store to buy new shoes tonight.



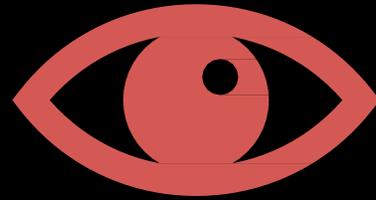
3 second
limit

To the store

To buy a

I will go

Dress tonight.



Signed languages are optimized for
visual experience

*And this has direct bearing on
how you translate information!*

ORALISM

Banning of Sign Languages

Ban on Deaf Teachers

Zero Tolerance with
Deaf Culture and Deaf
Signers

Totalitarian Approach

“SIGNING”

Seeing Essential **English**

Signing Exact **English**

Linguistics of Visual **English**

Morpheme Sign **System**

Cued **Speech**

Visible **English**

CULTURE

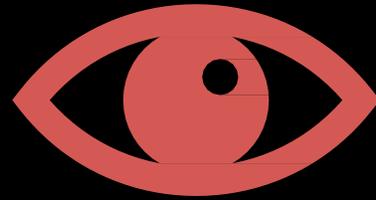
Solitary Mainstream
(Forced Assimilation)

Mainstream

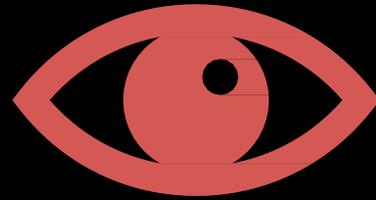
Schools with mixed
Philosophy

“Inclusion”

**All Have One Thing in Common: Supremacy of
Spoken/Written **English****



Visuality impacts language
structure and storytelling
*This makes a world of a
difference!*



In ASL, you have to set the scene of
where the setting is
*Cinematic Approach to Story
Telling*

What is Werner Erhard's association with Landmark?

ANSWER

Landmark's programs are based on intellectual material and methodology created and developed by Werner Erhard, who has for half a century been widely recognized for his groundbreaking transformational models and applications for individual, organizational, and social transformation.

Considered a critical thinker in academic and corporate communities, Werner Erhard has written several scholarly papers on leadership, performance, and integrity, and teaches and lectures at universities: Harvard University, Simon School of Business at University of Rochester, Erasmus Academie, University of California Los Angeles, MIT's Sloan School of Management, Dartmouth College, University of British Columbia, to name a few...

Mr. Erhard has no position in the management of Landmark and no ownership or other financial interest in Landmark.

Magic Macaroni Cheese Syndrome™



It is **OKAY** for us to...

- Recognize that Deaf community may be missing a lot of information (incidental learning)
- To Ask for clarification, elaboration and explanation behind many things you may not fully understand
- To create processes, programs or organizations that help fill in the gaps for ourselves
- And recognize the impact of language and cultural deprivation has on all of us — neurologically, emotionally, spiritually



Evolution of Certified Deaf interpreters (CDI)

*From “Good for those who are not smart” to...
“Wow, I can sit back, relax and follow everything!”*

Run

Elevator Pitch



Making a short pitch at Clerc Classic



Imposter Syndrome Accelerator Program

Conceptually
Accurate Signs
Wilderness

— *Hat Tip to Paul*
LeDrew ASL: Hidden
Treasure



DeafBlind Advocate Bryen Yunashko on

Vidism

Yunashko, Bryen, and StreetLeverage.

"Deaf Interpreters: The Weapon
Against Vidism." *YouTube*, 1 July 2015,

Official English

O Canada!
Our home and native land!
True patriot love in all of us command.
With glowing hearts we see thee rise,
The True North strong and free!
From far and wide,
O Canada, we stand on guard for thee.
God keep our land glorious and free!
O Canada, we stand on guard for thee.
O Canada, we stand on guard for thee.

Official French

Ô Canada!
Terre de nos aïeux,
Ton front est ceint de fleurons glorieux!
Car ton bras sait porter l'épée,
Il sait porter la croix!
Ton histoire est une épopée Des
plus brillants exploits. Et ta
valeur, de foi trempée,
Protégera nos foyers et nos droits.
Protégera nos foyers et nos droits.



ALL-STAR GAME 2016
ESTRELLA LANDING



Bottom line...

- Language translation well done with critical context and background information = clarity, ability to grasp key concepts and be able to implement them
- If not done right, confusion and frustration — a lot of trial and error would be required or completely lost! They get stuck, unable to move forward, resulting in dropped projects or result in quitting

Bottom line...(continued)

- The need for Deaf trainers using native American Sign Language is an essential component for training future Deaf entrepreneurs (and DeafBlind with ProTacticle ASL)
- Call centers should be staffed with Deaf experts able to interact and answer their questions with clarity via video calls
- Native Deaf trainers/staff have cultural knowledge and common points of reference that facilitate understanding and development



www.DeafhoodFoundation.org • www.Deafhood.us • twitter: @OurDeafhood

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