



# Western

Centre for Research on  
Migration and Ethnic Relations

**Fall Colloquium  
Series 2020**

## **Vijay Ramjattan**



Vijay Ramjattan received his PhD in Adult Education and Community Development from the Ontario Institute for Studies in Education (OISE) at the University of Toronto. His research interests pertain to the intersections of language, race, and work, and he is currently interested in the racialization of accent in workplace training. Find Vijay on Twitter: @Vijay\_Ramjattan.

### **Immigration, Accent Reduction, and Racial Neoliberalism**

For skilled immigrants, whose accents allegedly hinder their employability in Canada and the US, “accent reduction” services are promoted as the means to transform their speech from professional liability to professional asset. While the accent reduction industry purports to help immigrants find employment, it is important to recognize how it is situated in and reflects systems of white supremacy and capitalism. This presentation specifically explores how accent reduction advertising reinforces ideologies of racial neoliberalism in its attempt to attract a mainly racialized clientele. Such advertising uses accent to “obscure” notions of racial difference and promote the structural irrelevance of race and racism in society. Suggestions on how to combat these harmful messages of accent reduction as well as the industry will be offered.

Thursday, October 1, 2020  
4:00 pm, Virtual Zoom Link  
*All Welcome!*

RSVP to [MERprg@uwo.ca](mailto:MERprg@uwo.ca) for your Zoom link.