



Memo

Using student-focused language to create knowledge-expansion opportunities for black male youth

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Subject:	Student-Focused Language

Introduction

The Hidden Genius Project provides opportunities for male black youth to learn and expand their knowledge in technology creation, entrepreneurship, and leadership skills. By using affirmative and student focus language, they encourage their students to find what is already within themselves through their programming. We will be looking at their website and verbal conversations to analyze this language. Specifically, they use the word "genius" to describe those who enroll in their various programs to highlight this belief. This language provides the mindset that these geniuses will use their own talents and skills to help transform their lives and their communities.

Overview

The Hidden Genius Project is focused on providing mentorship and technology education to black male youth. The goal is to train individuals in technology creation, entrepreneurship, and leadership skills so that they may use their training to transform their communities. The Hidden Genius Project has recognized a trend in unequal opportunities given to black male youth in the area. This is why they have focused their entire mission on these individuals to help make a difference in their lives so that they may do the same for those around them. Choosing to look at their training as a "mentorship" program rather than a student-teacher relationship ensures that the geniuses feel recognized for their talents and abilities.

Purpose

Two of the values at Hidden Genius are to create an environment characterized by compassionate mentorship and holistic care and support. Both of these values require providing

young men with role models and mentors who encourage them to achieve the goals they set out for themselves, and to develop the whole student, not just his academics. Our task as writers for The Hidden Genius Project is to highlight these two values through the work that we produce as well as the language that we use when speaking about Hidden Genius. The purpose and task of student-focused language are to create a space in which the student's achievements are highlighted and recognized. By making sure that this is our focus, we want further Hidden Genius' mission of encouraging students to see their own talent, rather than focus on their limitations.

Summary

The Hidden Genius has a goal to promote equal opportunity among black male youth, giving them the skills and education they need to transform their lives and their communities. As there has already been success by doing this in the Bay Area, The Hidden Genius Project is working toward expanding around the nation to places such as Atlanta and Los Angeles. Their hope is to make a huge impact on black male youth and their communities through technology mentorship and leadership training. By the specific language they use, such as calling the individuals geniuses, along with the specific one-on-one training provided, The Hidden Genius Project has had a positive impact on its surrounding communities.

Discussion

Much of the ideas that are practiced at The Hidden Genius Project derive from Ubuntu philosophy or "African Humanism." This is the concept that the individual is who they are through their community. Hidden Genius often refers back to the Ngoni Buntu statement, "I am because we are. Hence we are because I am!" Through these theories, the non-profit looks at their Geniuses as a part of this community where they are because of the mentorship they are receiving but the community will also benefit from who they are. This in combination with student-focused language teaches the student that they are a part of the community and what they bring to the community that is purely them, will ultimately enhance the common good.

By integrating Ubuntu philosophy and African Humanism into our approach of writing using student-focused language, we recognize that promoting collectivism is crucial to not only building community but also to building support systems for the Geniuses. One way in which we say this at work within the organization was at their Interview Day, where prospective students were being assessed. The questions that Hidden Genius was asking ranged from "how do you operate in a group setting" to "who is our favorite person in the world and why?" This is a direct example of how Hidden Genius makes sure to cater to the whole student. This practice, stemming from a long history of groups of people who prizing community but never forget the individuals within said community is exactly the kind of practice Hidden Genius wants to inspire within their Geniuses and is what we want to promote when writing for this organization. It creates a relationship that is centered around Geniuses not only thinking about how their communities can support them, but how they can support and ultimately give back to their communities.

Conclusion

To conclude, The Hidden Genius Project creates an environment in which students are able to expand their knowledge of technology and focus on the opportunities that their knowledge will bring. These opportunities are created through the use of student-focused language, allowing Geniuses to focus on their opportunities as opposed to their limitations, allowing these young men to put their skills in technology to use to transform their lives and communities.

The Hidden Genius Project

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