Audiences

One name, many responses. NBE3U, Behind the Image, Lesson 5

Name: _____ Date: _____

Audience	How they might respond to the old Edmonton name	Why
Long-time fans		
Inuit who asked for change (for example, ITK)		
Inuit who wanted to keep it		
Sponsors		
Players and students today		

Why can the same name prompt such different responses? (E1.4)

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Naming Matters

Practice and analysis. NBE3U, Behind the Image, Lesson 5

Name: _____ Date: _____

Instead of…	Use…	Why it matters
“Indians” (for all Indigenous peoples)		
“Eskimo”		
“Our Aboriginal peoples”		
“Half-breed”		
“The tribe” (for a Nation)		

Analysis: Using the Edmonton timeline, explain who held the power to name, whose concerns were heard, and what finally changed the decision. Write a paragraph with a claim, two pieces of evidence and an explanation of each.

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