

2025 ISLE OUTREACH AWARD

Conflict of interest statement

I, Associate Professor Celeste Rodríguez Louro, have no personal or professional conflicts of interest in submitting this application for the 2025 ISLE Outreach Award. I am an active member of ISLE and have worked independently and collaboratively to develop outreach initiatives aimed at promoting English Linguistics to diverse audiences. This application reflects my sustained commitment to public engagement in the field and the outstanding impact of my work.

Initiative description

My outreach work in the last 4.5 years has been underpinned by a passion for excellence and a commitment to advancing innovation, inclusion, and growth. I leverage my academic networks and achievements to engage a broad public in understanding the significance of English Linguistics in everyday life. This philosophy is enshrined in [Language Lab](#), which I founded in July 2022 to inspire others to ‘become a diversity champion’. Since then, the Lab has raised more than \$3 million Australian dollars (1.8 million euros) for projects focused on innovation, diversity, and inclusion. I am committed to socialising my research to:

1. **Change** prescriptive views of some English varieties as ‘broken’;
2. **Normalise** culturally safe media for First Nations communities;
3. **Promote** the first English Linguistics collaboration with *Google*;
4. **Share** English Linguistics insights through an award-winning program on community radio.

1. Change prescriptive views of some English varieties as ‘broken’

Funded through a prestigious Discovery Early Career Researcher Award by the *Australian Research Council*, I led a research fellowship on Aboriginal English (spoken by First Nations people in Australia) between 2018 and 2022. At the start of the project, it became apparent that the public viewed Aboriginal English as ‘broken’. To remedy this, with Indigenous scholar Glenys Collard, I made the strategic decision to first publish an open-access piece in *The Conversation*. Titled [10 ways Aboriginal Australians have made English their own](#), this article emphasised the importance of understanding Aboriginal English independently of unfair comparison with standardised Australian English. Similarly, in a second publication titled [Yarns from the heart](#), I discussed



how central it is to work with Indigenous communities to produce medical media in Aboriginal English. Because Aboriginal English is often stigmatised, an erroneous belief persists that medical media should be created in ‘simple English’. As the linguist on this project with the *Heart Foundation*, my role was to challenge these attitudes and ensure that the materials were produced in the linguistic variety

used widely by the community (see Section 2).

Public reach on this strand of my work was rich, some of the most salient outreach events are listed below.

Invited talk at the 2022 *ISLE Summer School*. 4-8 July 2022.

<https://www.youtube.com/playlist?list=PL0t2o-tdyB9AXIPZWRta3eXQ5T2V0CvXA>

40 views

Invited keynote at *Oxford World English Symposium*. May 27, 2022.

<https://www.youtube.com/watch?v=M9bWNBLj0ic>

1,404 views

Invited podcast episode for *Because Language*. 6 October 2020.

<https://becauselanguage.com/11-aboriginal-english-yarning/>

7,186 listens

In August 2022, I was invited to write for *360*, an open access newswire. I wrote a piece titled [English language bias goes beyond words](#) where I challenged the dominance of native-speakerism, highlighting the stigma associated with accented English and proposing strategies to reduce accent biases through exposure, training, and diverse hiring practices.

THE MATERIALS PRESENTED IN SECTION 1 WERE ACCESSED **89,862 TIMES** IN TOTAL

2. Normalise culturally safe media for First Nations communities

In 2020 and 2021, I worked with the *Heart Foundation* to produce culturally safe media for First Nations people in Australia. As the linguist in the team, I challenged views of Aboriginal English as a substandard variety. Successful conversations resulted in two original videos fully scripted in Aboriginal English.

Heart Foundation, Warning Signs of a Heart Attack, with Glenys Collard, 2021

<https://www.youtube.com/watch?v=hyI3huqt6S0&t=5s>

3,900 views

Heart Foundation, Get a Heart Health Check, with Glenys Collard, 2020.

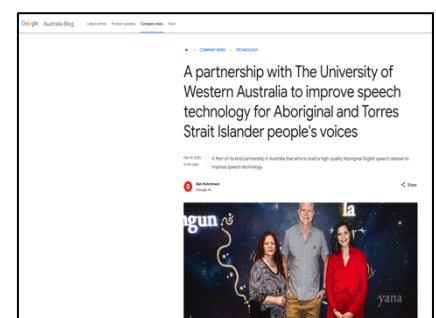
<https://www.youtube.com/watch?v=op1dNfMiz9s>

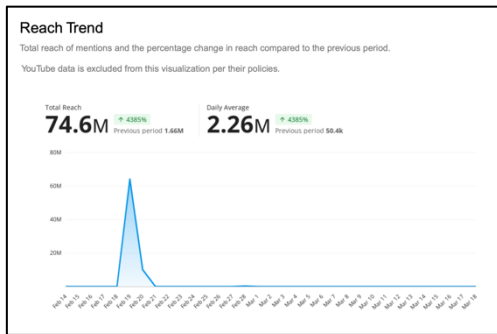
14,000 views

THE MATERIALS PRESENTED IN SECTION 2 WERE ACCESSED **17,900 TIMES**.

3. Promote the first English Linguistics collaboration with Google

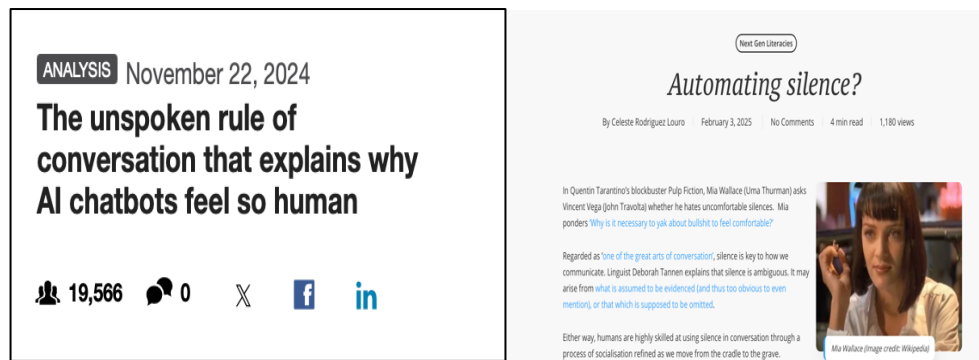
A partnership with *Google*, [Aboriginal English Voices](#), was launched on 18 February 2025. The goal of this multimillion-dollar project is to make voice-operated technology more inclusive for First Nations people in





Australia. I am the academic lead on this project. Since its launch, I have been committed to promoting this collaboration – the first with *Google* on an English Linguistics topic. A month after its launch, on 18 March 2025, media content on this project had been shared across 228 news items and had reached **74.6 million reads** (yes, almost 75 million reads, not an error). This reach was humbling. It mirrored people’s interest in learning more about how technology can be made inclusive for speakers of minoritised English varieties.

I also produced two open-access pieces on English Linguistics and artificial intelligence (AI). [The unspoken rule that explains why chatbots feel so human](#) (*The Conversation*, November 2024) dealt with conversational maxims as they apply to interactions in English, and how these impact how humans see generative AI. [Automating silence?](#) was published in *Language on the Move* in February 2025. This piece dealt with the intentional use of silence in conversation, and its effect on interactions with AI chatbots. Together, these pieces have been read a total of **20,746 times**.



THE MATERIALS PRESENTED IN SECTION 3 WERE ACCESSED OVER **74.6 MILLION TIMES**.

4. Share English Linguistics insights through an award-winning program on community radio

Between 2022 and 2024 I presented [Language Lab](#) on RTR FM radio. For my outreach during this time, I was awarded the 2023 [Talkley Award](#) for the best piece or collection of Linguistics communication. This award, offered by the *Australian Linguistic Society*, celebrates outreach champions in Linguistics.

Impact and future directions

The over 74.7 million views of my outreach content in English Linguistics are a testament to my commitment to continuously socialise my research with the public to share knowledge beyond the confines of the academy.