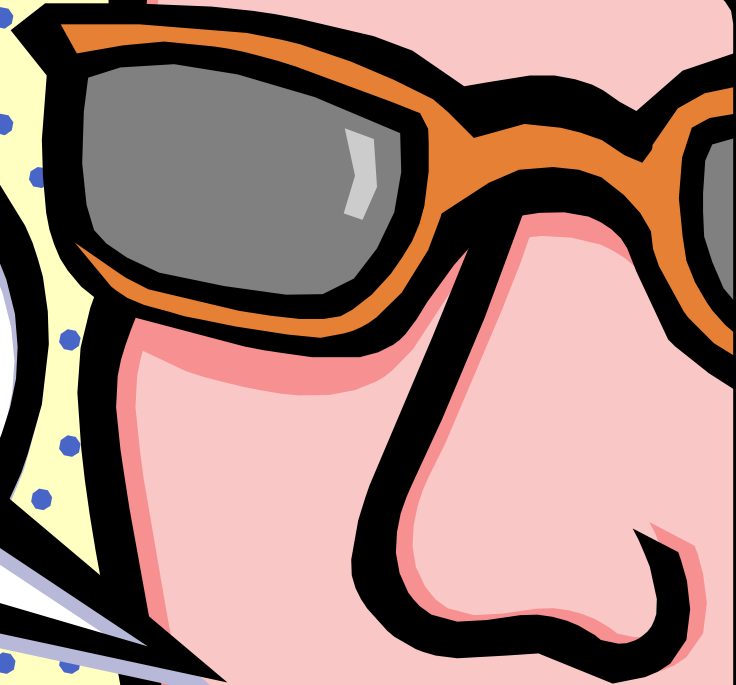
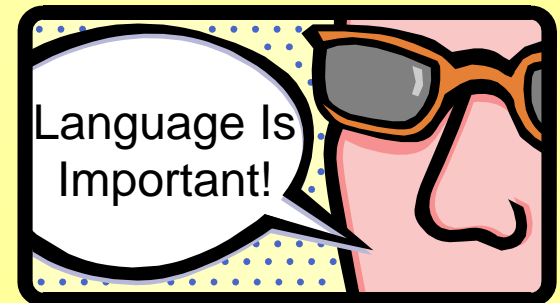


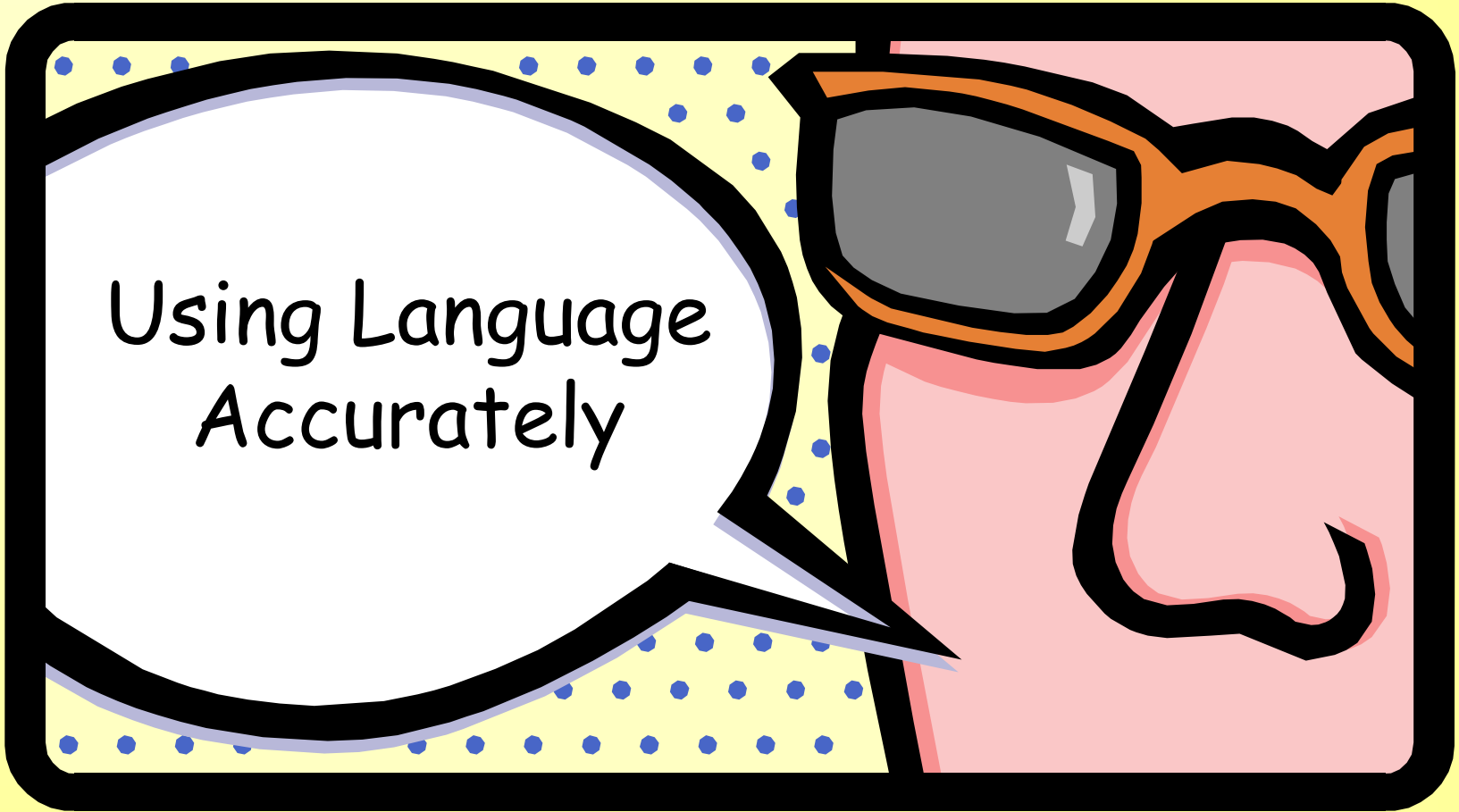
Using Language

Chapter 11



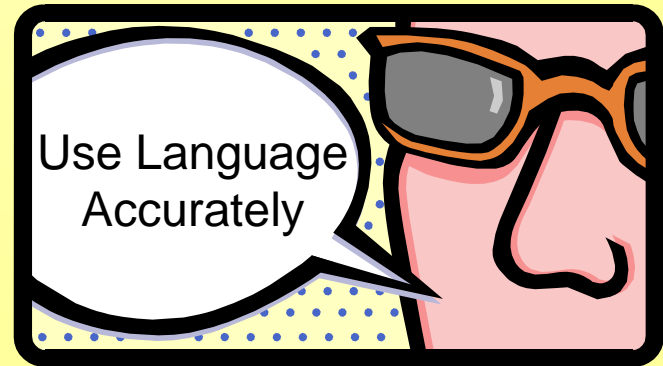
- Use language accurately
- Use language appropriately
- Use language clearly
- Use language vividly



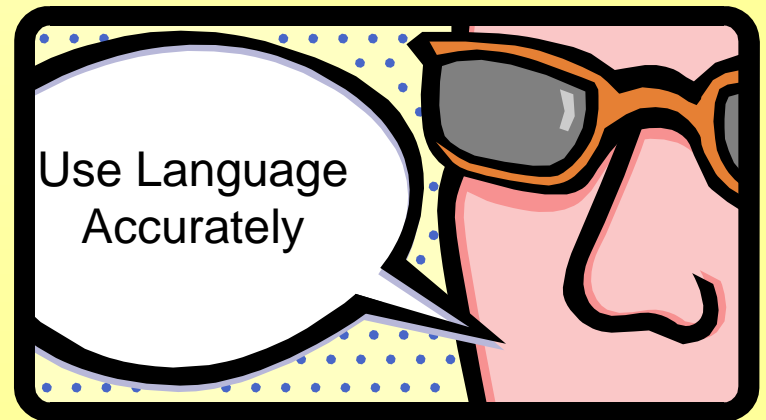
A stylized illustration of a person's face wearing orange sunglasses. A speech bubble is positioned to the left of the face, containing the text "Using Language Accurately". The background is yellow with a pattern of blue dots. The entire illustration is enclosed in a thick black border.

Using Language
Accurately

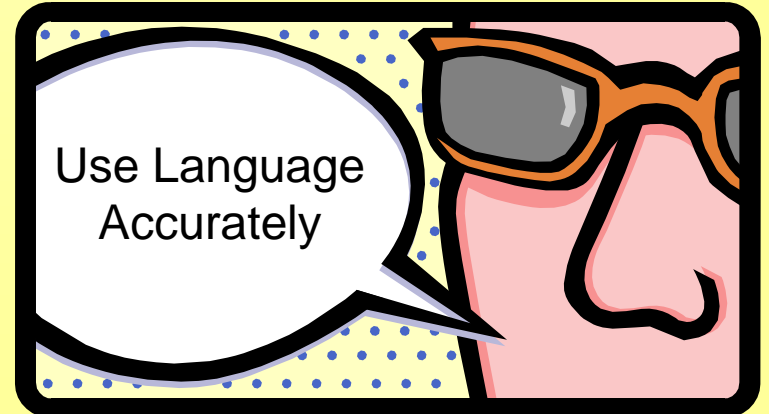
-Pronounce the words correctly



- Choose the *correct* word
 - Denotative
 - Dictionary or literal definition



- Choose the *correct* word
 - Connotative
 - Coloring or shading of meaning
 - The meaning suggested by the associations or emotions triggered by a word or phrase.



A stylized illustration of a person's face wearing orange sunglasses. The face is pink and has a thick black outline. The sunglasses have orange frames and grey lenses. To the left of the face is a white speech bubble with a black outline, containing the text "Using Language Appropriately". The background of the illustration is yellow with a pattern of small blue dots.

Using Language
Appropriately

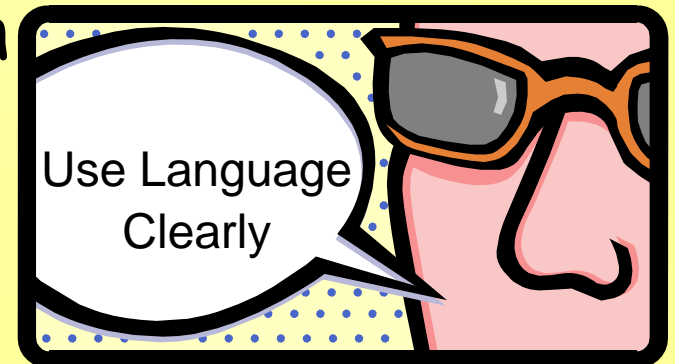
- To the occasion
 - Funeral vs. Wedding
- To the audience
 - Coach to the team
 - Coach to the alumni (financial support)
- To the topic
 - Investing
 - Nutrition
- To the speaker



A stylized illustration of a person's face wearing orange sunglasses. A speech bubble is positioned to the left of the face, containing the text "Using Language Clearly". The background of the illustration is yellow with a pattern of blue dots. The entire illustration is enclosed in a thick black border.

Using Language
Clearly

- Use familiar words
 - No jargon
 - No overly technical language
- Use concrete words
 - Not abstract
- Eliminate clutter
 - Using more words than are necessary to express an idea



Abstract vs. Concrete Language

Physical Activity

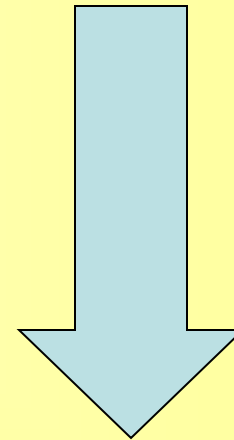
• Abstract

Sports

Golf

Professional Golf

Tiger Woods



• Concrete

Clutter

NOT

- Prior to
- At this point in time
- In the eventuality that
- "you know"
- Give assistance to

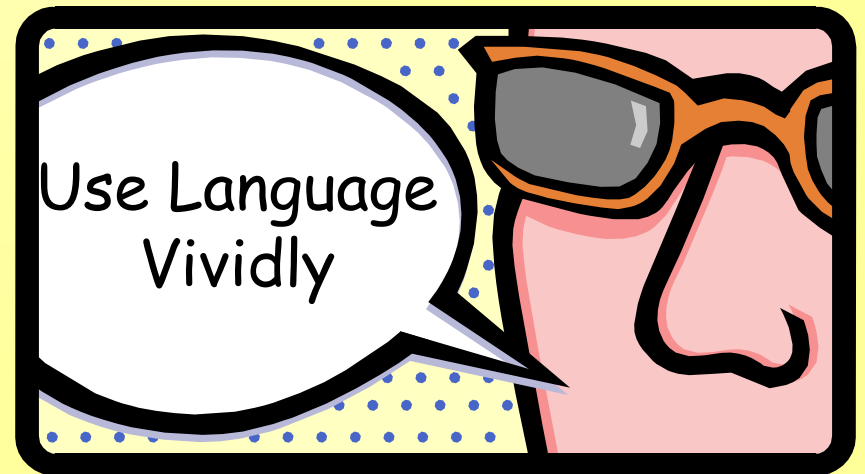
INSTEAD

- Before
- Now
- If
- ~~"you know"~~
- Assist or help

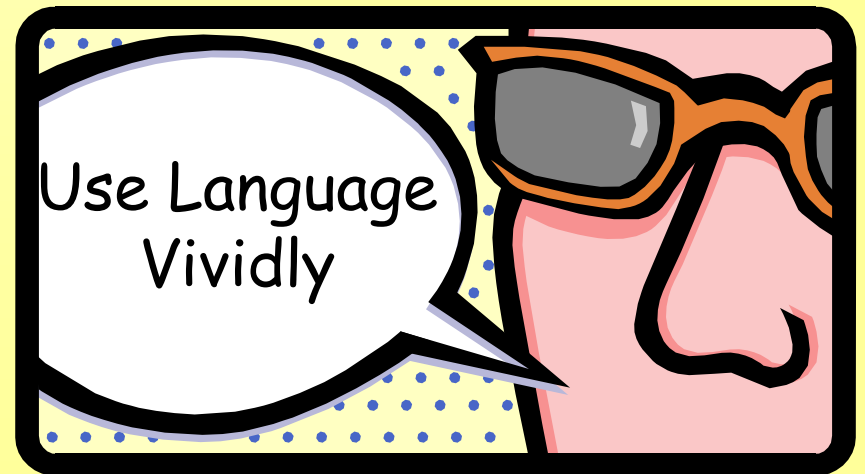
A stylized illustration of a person's face, shown from the nose up, wearing orange sunglasses with grey lenses. The face is rendered in shades of pink and red with thick black outlines. To the left of the face is a white speech bubble with a black outline, containing the text "Using Language Vividly". The background of the illustration is yellow with a pattern of small blue dots.

Using Language
Vividly

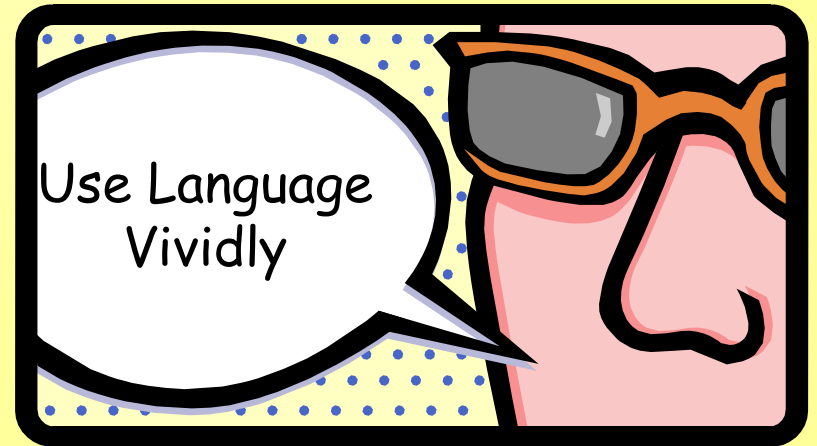
- Use imagery
- Use concrete words
- Use figurative language
- The use of vivid language to create mental images of objects, actions, or ideas.



- Use imagery
 - Use concrete words
 - Use figurative language
-
- Words that refer to tangible objects.



- Use imagery
 - Use concrete words
 - Use figurative language
-
- Goes beyond the literal or denotative meaning of words, usually by comparing two very different ideas or objects.

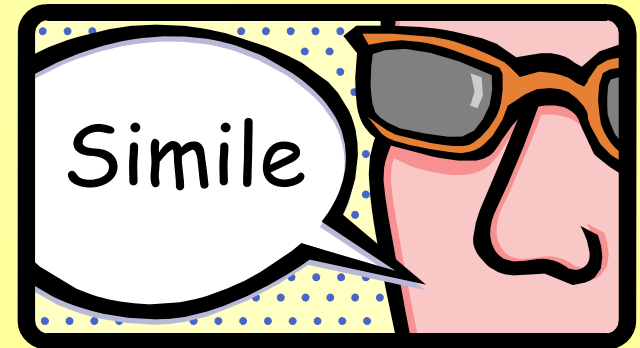


Types of Figurative Language

- Similes
- Metaphors
- Personification
- Hyperbole

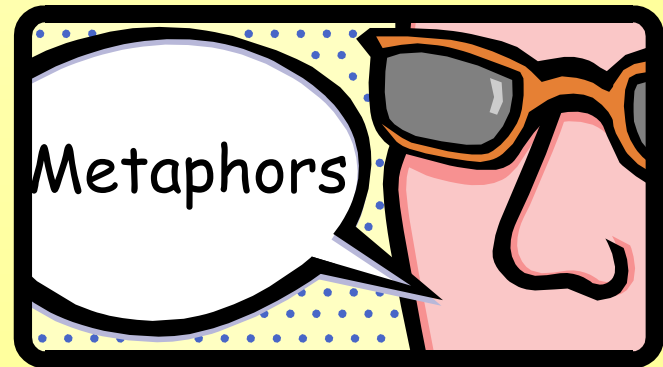
Similes use the word "like" or "as" to compare two *dissimilar* ideas.

- ~~My dog is like your dog.~~
My dog is as sleek as an otter.
- To hold America in one's thoughts is **like** holding a love letter in one's hand— it has so special a meaning.
E.B. White, author
- A dream deferred dries up **like** a raisin in the sun.
Langston Hughes, author



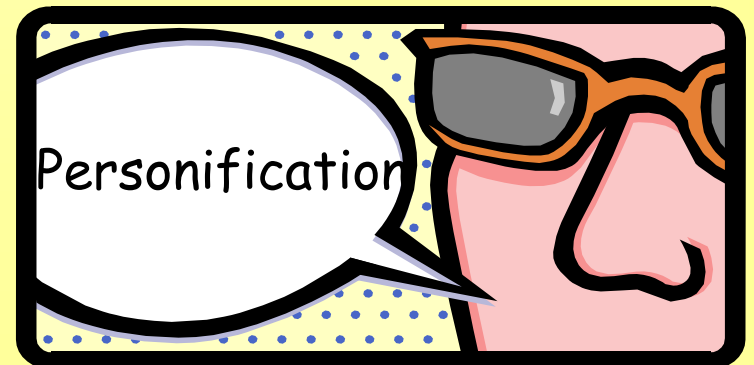
Metaphors imply rather than state the comparison between the diverse ideas.

- I cannot and will not cut my conscience to fit this year's fashion.
Lillian Hellman, author
- Marriage is a cozy, calm harbor where you are protected from the storms of the outside world.
Pamela Smith, student.



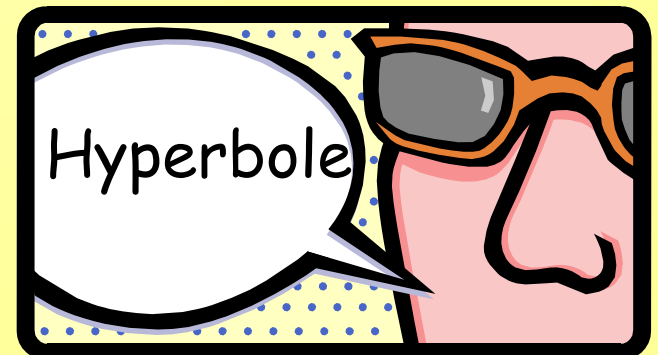
Personification treats ideas and objects as if they were human.

- The economy consumes my money and gives nothing back.



Hyperbole uses deliberate exaggeration

- She appeared in a mile of billowing chiffon, flashing a rhinestone as big as an ostrich egg.

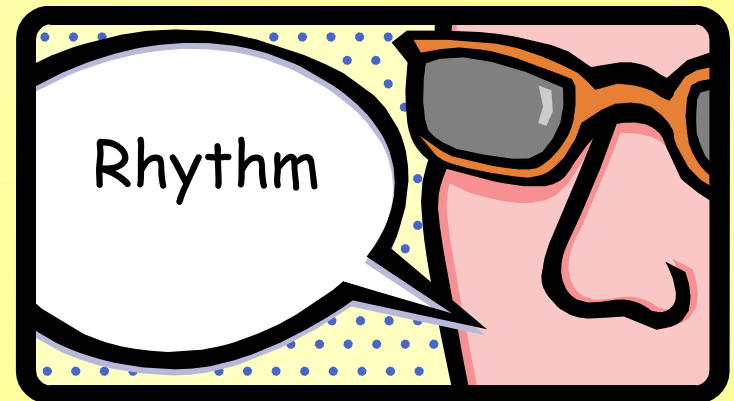


A stylized illustration of a person's face wearing orange sunglasses. The face is pink, and the sunglasses have grey lenses. The background is yellow with a pattern of blue dots. A speech bubble with a black outline and a white interior contains the text "Using Rhythm".

Using Rhythm

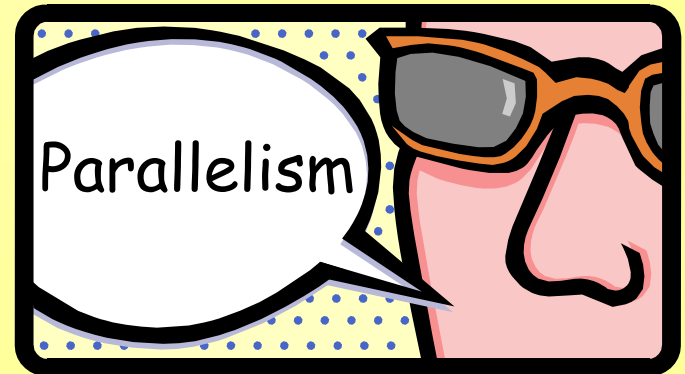
Rhythm

- combines sounds into an almost musical cadence.
- the pattern of sound in speech created by the choice and arrangement of words.
 - Parallelism
 - Repetition
 - Alliteration
 - Antithesis



Parallelism is the arrangement of a pair or series of related words, phrases, or sentences in a similar pattern.

- We want a government...
 - Of the people,
 - By the people,
 - For the people.



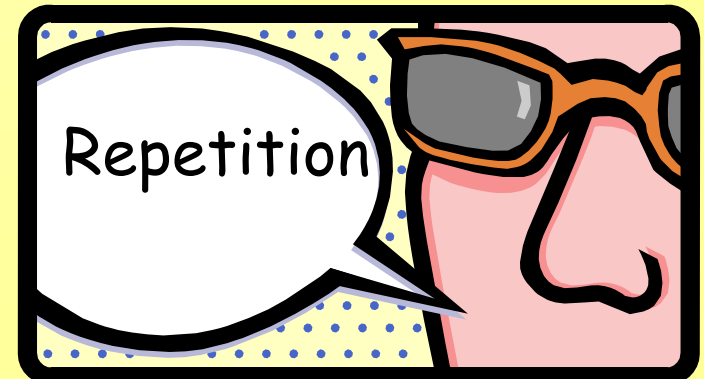
Repetition is the repeating the same word or set of words at the beginning or end of successive clauses or sentences.

I have a dream that one day this nation will rise up

...

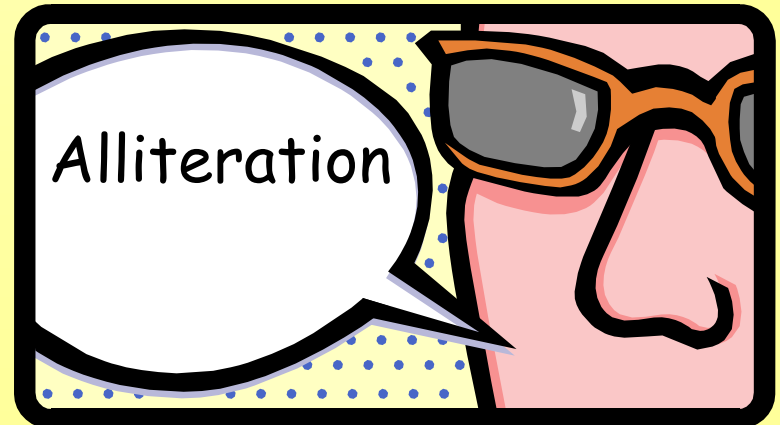
I have a dream than one day on the red hills of Georgia . . .

I have a dream that one day even the state of Mississippi . . .MLK



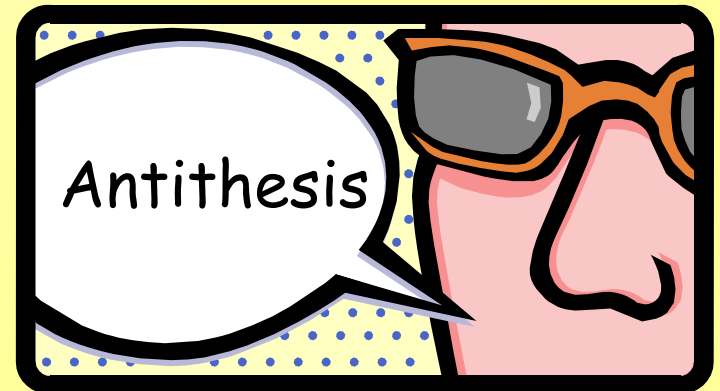
Alliteration commonly means to repeat the initial consonant sound of close or adjoining words.

- ... They will not be judged by the **color** of their skin but by the **content** of their **character**.
MLK



Antithesis is putting contrasting ideas in parallel structure.

- Ask not what your country can do for you—ask what you can do for your country. JFK

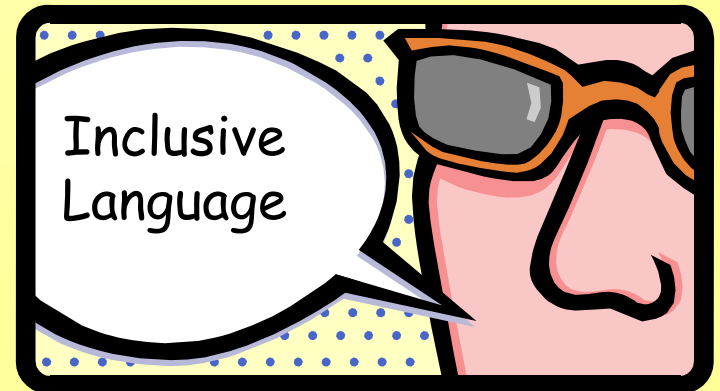


A stylized illustration of a person's face wearing orange sunglasses. A speech bubble is positioned to the left of the face, containing the text "Using Language Inclusively". The background of the illustration is yellow with a pattern of blue dots. The entire illustration is enclosed in a thick black border.

Using Language
Inclusively

Inclusive Language

- Language that does not stereotype, demean, or patronize people on the basis of gender, race, religion, disability, sexual orientation, or other factors.



- Avoid the generic "he"
- Avoid the use of "man" when referring to both men and women
- Avoid stereotyping jobs and social roles by gender



Ineffective:

- Each time a surgeon walks into the operating room, *he* risks being sued for malpractice.

More Effective:

- Each time a surgeon walks into the operating room, **she or he** risks being sued for malpractice.
- Each time surgeons walk into the operating room, **they** risk being sued for malpractice.

- Avoid the generic "he"
- Avoid the use of "man" when referring to both men and women
- Avoid stereotyping jobs and social roles by gender



Ineffective:

- If a large comet struck the earth, it could destroy all of mankind.

More Effective:

- If a large comet struck the earth, it could destroy all human life.

- Avoid the generic "he"
- Avoid the use of "man" when referring to both men and women
- Avoid stereotyping jobs and social roles by gender



Ineffective:

- Being a small businessman in the current economic climate is not easy.

More Effective:

- Owning a small business is not easy in the current economic climate.
- Being a small businessperson in the current economic climate is not easy.

Using Inclusive Language (cont.)

- Avoid identifying personal traits unrelated to the topic
- Use names that groups use to identify themselves



- Avoid identifying personal traits unrelated to the topic
- Use names that groups use to identify themselves



Ineffective:

- Condoleezza Rice, an African-American woman, has had a major impact on U.S. foreign policy.

More Effective:

- Condoleezza Rice has had a major impact on U.S. foreign policy.

- Avoid identifying personal traits unrelated to the topic
- Use names that groups use to identify themselves



Ineffective:

- Despite progress in recent years, *homosexuals* still face many forms of discrimination.

More Effective:

- Despite progress in recent years, *lesbians and gay men* still face many forms of discrimination.

Isn't language interesting?