

## Chapter 10

**Language:** any formal system of gestures, signs, sounds, and symbols used or conceived as a means of communicating thought, either through written, enacted, or spoken means.

**Euphemism:** language devices often used to make something unpleasant sound more tolerable.

**Abstract language:** Language that evokes many different visual images in the minds of your audience.

**Literal language:** language that does not use comparisons like similes and metaphors

Figurative language language that uses metaphors and similes to compare things that may not be literally alike

**Similes:** a figure of speech involving the comparison of one thing with another thing of a different kind (specifically using the terms “like” or “as”), used to make a description more emphatic or vivid.

**Metaphors:** a figure of speech that identifies something as being the same as some unrelated thing for rhetorical effect, thus highlighting the similarities between the two.

**Clichés:** predictable and generally overused expressions; usually similes

**Imagery:** language that makes the recipient smell, taste, see, hear, and feel a sensation; also known as sensory language.

**Jargon:** language used in a specific field that may or may not be understood by others.

**Slang:** a type of language that consists of words and phrases that are specific to a subculture or group that others may not understand.

**Assonance:** the repetition of vowel sounds in a sentence or passage.

**Alliteration:** the repetition of initial consonant sounds in a sentence or passage

**Antithesis:** the juxtaposition of contrasting ideas in balanced or parallel words, phrases, or grammatical structures.

**Parallelism:** the repetition of grammatical structures that correspond in sound, meter, or meaning.

**Anaphora:** the succession of sentences beginning with the same word or group of words.

Hyperbole: intentional exaggeration for effect.

**Irony:** the expression of one’s meaning by using language that normally signifies the opposite, typically for humorous or emphatic effect.

**Appropriateness:** how persons and groups should be referred to and addressed based on inclusiveness and context.

**Ethnic Identity:** a group an individual identifies with based on a common culture.

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**Impromptu:** Speaking the presentation of a short message without advance preparation.

**Manuscript Speaking:** the word-for-word iteration of a written message.

**Extemporaneous speaking:** the presentation of a carefully planned and rehearsed speech, spoken in a conversational manner using brief notes.

**Memorized speaking:** is the rote recitation of a written message that the speaker has committed to memory.

**Vocal cues:** the subtle but meaningful variations in speech delivery, which can include the use of pitch, tone, volume, and pace.

**Lectern:** a small raised surface, usually with a slanted top, where a speaker can place notes during a speech.

**Volume:** the relative softness or loudness of your voice.

**Pitch:** the relative highness or lowness of your voice.

**Monotone:** a continuing sound, especially of someone's voice, that is unchanging in pitch and without intonation.

**Rate:** the speed at which you speak; how quickly or slowly a speaker talks.

**Vocalized pauses:** pauses that incorporate some sort of sound or word that is unrelated to what is being said; "uh," "um," and "like" are wellknown.