

## 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

## Chapter 11

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 - 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 well known examples

