

Chapter 11

1. Balance: Visual relationship between the items on the visual aid
2. Bar Graph: Graph that compares quantities at a specific moment in time
3. Demonstration: Display of how something is done or how it works
4. Drawing: Diagram or sketch of someone or something
5. Flo chart: Chart that illustrates direction or motion
6. Font: type or style of print
7. Font size: size of the letters in a particular font measured in points
8. Graph: visual comparison of amounts or quantities that show growth, size, proportions, or relationships
9. Line graph: Graph that shows trends over time
10. List: series of words or phrases that organize ideas one after another
11. Map: visual representation showing the physical layout of geographical features, cities, road systems, the night sky, and the like
12. Model: copy of an object, usually built to scale, that represents an object in detail
13. Object: something that can be seen or touched
14. Organizational Chart: Chart that illustrates the structure of groups
15. Picture graph: Graph that presents information in pictures or images
16. Pie Chart: Graph that shows the relative proportions of parts of a whole

Chapter 10

1. 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
2. Euphemism: language devices often used to make something unpleasant sound more tolerable
3. Abstract language: language that evokes many different visual images in the minds of your audience
4. Literal language: language that does not use comparisons like similes and metaphors
5. Figurative language: language that uses metaphors and similes to compare things that may not be literally alike
6. 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
7. 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
8. Clichés: predictable and generally overused expressions; usually similes
9. Imagery: language that makes the recipient smell, taste, see, hear, and feel a sensation; also known as sensory language
10. Jargon: language used in a specific field that may or may not be understood by others
11. Slang: a type of language that consists of words and phrases that are specific to a subculture or group that others may not understand

12. Assonance: the repetition of vowel sounds in a sentence or passage
13. Alliteration: the repetition of initial consonant sounds in a sentence or passage
14. Antithesis: the juxtaposition of contrasting ideas in balanced or parallel words, phrases, or grammatical structures
15. Parallelism: the repetition of grammatical structures that correspond in sound, meter, or meaning
16. Anaphora: the succession of sentences beginning with the same word or group of words
17. Hyperbole: intentional exaggeration for effect
18. Irony: the expression of one's meaning by using language that normally signifies the opposite, typically for humorous or emphatic effect
19. Appropriateness: how persons and groups should be referred to and addressed based on inclusiveness and context
20. Ethnic Identity: a group an individual identifies with based on a common culture