**VERBAL COMMUNICATION—communication that uses WORDS to convey meaning**

**We make decisions about what words to use and in what way based on:**

**MEANINGS—words can have different meanings in different contexts:**

**DENOTATION—literal/dictionary definition**

**CONNOTATION—feelings associated**

**with a word**

**TYPES—context dictates what language is to be used:**

**STANDARD—acceptable in any situation**

**INFORMAL—used in casual conversations**

**like slang, colloquialisms, etc.**

**TECHNICAL—associated with a particular**

**profession, activity, or field of study**

**FORMAL—very strict usage like in legal**

**proceedings or religious services**

**PURPOSE—HOW we want our message to be used and WHY**

**DOUBLESPEAK—deliberate, calculated use of language intended to shape perception**

**Euphemism—describing something in a better light to make it sound less offensive, threatening, or harsh**

**Jargon—specialized and often overly complex language used by groups**

**Gobbledygook—many long, confusing words used in long confusing sentences to hide the real issue—talking around an issue not about it**

**Inflated Language—puffed up, important sounding words to give common things an elevated appearance**

**PERSUASION—to move someone to a belief, position or course of action**

**Ethos—credibility appeal—convince listeners of your sincerity, good intentions, good reputation, expertise, trustworthiness**

**Pathos—emotional appeal—using a listener’s feeling to persuade them**

**Logos—logical appeal—using solid evidence and sound reasoning to convince the listener**

**PROPAGANDA—systematic effort to gain support for an opinion or a course of action**

**Bandwagon—Everyone is buying this so you should buy it too!**

**Avant-garde—Only super-cool people like you will know about this so you should be the first to buy it!**

**Testimonials—Use of celebrities or just regular people to endorse the product**

**Facts & Figures—Use of numbers, statistics, or percentages to convince you one product is better or more effective than another—CAUTION: pay attention to what the numbers are actually saying!!!**

**Transfer—Asks you to associate the good feelings shown in the context with the product itself. The good feeling will transfer to you when you buy this product**

**THINGS TO REMEMBER:**

**\*Use language ACCURATELY**

**Use words correctly—know parts of speech, tenses, special rules like good vs. well**

**Capitalize—beginning of sentence, proper nouns, I, etc.**

**Punctuate—correct use of commas, no run-on sentences, end with a period**

**\*Use language CLEARLY**

**Eliminate clutter—meaningless words (well, you know,) redundancies (terrible disaster), and lengthy descriptions**

**Don’t show off—use words people will understand**

**Misplaced modifiers—word, phrase, or clause that is improperly separated from the word it describes**

**\*Use language VIVIDLY—use things like:**

**Imagery Simile**

**Metaphor Rhythm**

**Parallelism Repetition**

**Alliteration**

**VERBAL COMMUNICATION—communication that uses WORDS to convey meaning**

**We make decisions about what words to use and in what way based on:**

**\_\_\_\_\_\_\_\_\_\_\_—words can have different meanings in different contexts:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_—literal/dictionary definition**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_—feelings associated**

**with a word**

**TYPES—context dictates what language is to be used:**

**\_\_\_\_\_\_\_\_\_\_—acceptable in any situation**

**\_\_\_\_\_\_\_\_\_\_—used in casual conversations**

**like slang, colloquialisms, etc.**

**\_\_\_\_\_\_\_\_\_\_—associated with a particular**

**profession, activity, or field of study**

**\_\_\_\_\_\_\_\_\_\_—very strict usage like in legal**

**proceedings or religious services**

**\_\_\_\_\_\_\_\_\_\_—HOW we want our message to be used and WHY**

**DOUBLESPEAK—deliberate, calculated use of language intended to shape \_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_—describing something in a better light to make it sound less offensive, threatening, or harsh**

**\_\_\_\_\_\_\_\_\_—specialized and often overly complex language used by groups**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—many long, confusing words used in long confusing sentences to hide the real issue—talking around an issue not about it**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—puffed up, important sounding words to give common things an elevated appearance**

**PERSUASION—to move someone to a belief, position or course of action**

**\_\_\_\_\_\_\_—credibility appeal—convince listeners of your sincerity, good intentions, good reputation, expertise, trustworthiness**

**\_\_\_\_\_\_—emotional appeal—using a listener’s feeling to persuade them**

**\_\_\_\_\_\_—logical appeal—using solid evidence and sound reasoning to convince the listener**

**PROPAGANDA—systematic effort to gain support for an opinion or a course of action**

**\_\_\_\_\_\_\_\_\_\_\_\_\_—Everyone is buying this so you should buy it too!**

**\_\_\_\_\_\_\_\_\_\_\_\_\_—Only super-cool people like you will know about this so you should be the first to buy it!**

**\_\_\_\_\_\_\_\_\_\_\_\_\_—Use of celebrities or just regular people to endorse the product**

**\_\_\_\_\_\_\_\_\_\_\_\_\_—Use of numbers, statistics, or percentages to convince you one product is better or more effective than another—CAUTION: pay attention to what the numbers are actually saying!!!**

**\_\_\_\_\_\_\_\_\_\_\_\_\_—Asks you to associate the good feelings shown in the context with the product itself. The good feeling will transfer to you when you buy this product**

**THINGS TO REMEMBER:**

**\*Use language \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Use words correctly—know parts of speech, tenses, special rules like good vs. well**

**Capitalize—beginning of sentence, proper nouns, I, etc.**

**Punctuate—correct use of commas, no run-on sentences, end with a period**

**\*Use language \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Eliminate clutter—meaningless words (well, you know,) redundancies (terrible disaster), and lengthy descriptions**

**Don’t show off—use words people will understand**

**Misplaced modifiers—word, phrase, or clause that is improperly separated from the word it describes**

**\*Use language \_\_\_\_\_\_\_\_\_\_\_\_—use things like:**

**Imagery Simile**

**Metaphor Rhythm**

**Parallelism Repetition**

**Alliteration**