

WRITING AT THE WORD LEVEL HOW WORDS WORK

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WORDS ARE
YOUR GREATEST
TOOLS.



ENGLISH IS TRICKY

A slim chance / a fat chance

A wise man / a wise guy

NEOLOGISMS

Cronut

/krəʊnʌt/ *noun*

1. The result of combining a
croissant with a doughnut

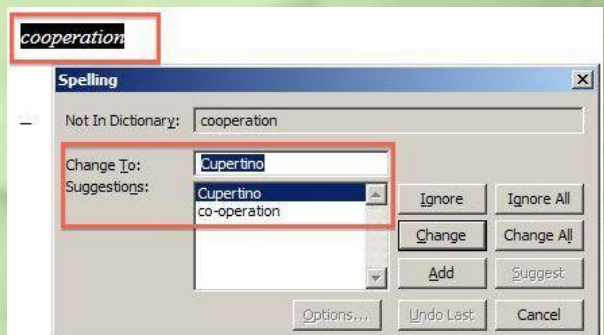
Phablet

/fəblɪt/ *noun*

1. A device that blurs the line
between a mobile phone and a
tablet

NEW COMPUTER TERMS

- Avatar
- Hashtag
- Trolling
- Meme





HOW NEW ARE THESE WORDS?

- Selfie
- Twerking
- OMG
- Unfriend



THE IMPORTANCE OF WORDS

“ One must be drenched in words, literally soaked in them, to have the right ones form themselves into the proper pattern at the last moment. ”

The Modernism Centre

THE IMPORTANCE OF WORDS

“Language is the palette from which we draw all the colours of our life.”

Anthony Jackson

“Its untranslatableness into words of the same language without injury to its meaning.”

S.T. Coleridge



WORD CHOICE

- Choose your words carefully.
- Understand the difference between denotation and connotation.
- Acquire a rich and ample vocabulary.
- Use figures of speech such as metaphors and similes.
- Be aware of the pros and cons of adjectives and adverbs.



le mot juste

ONE WORD OR TWO?

- This **must-have** policy is one that you **must have**.
- This **set-up** is one that will **set up** a firm structure.

SPELLING DIFFERENCES?

- Centre and center
- Honour and honor
- Defence and defense
- Organise and organize
- Mould and mold



DIFFERENT TERMS

- Faucet/tap
- Movie/film
- Candy/sweets
- Cookie/biscuit
- Elevator/lift
- Check/bill



PRONOUNCING WORDS CORRECTLY

- Espresso – (Espresso)
- Anythink – (Anything)
- Datheth – (Date)
- Deteriate – (Deteriorate)
- Haitch – (Aitch)
- Stastistic – (Statistic)

STRINE

(AUSTRALIAN)

- Marmon dead – (Mum and Dad)
- Semmitch – (Sandwich)
- Nerve sprike tan – (Nervous breakdown)
- Spin-ear mitch – (Spitting image)
- Emma chisit? – (How much is it?)

PRONUNCIATION IS TRICKY

Enough, **although**, **plough**,
through, **hiccough**

Same letters, different sounds

AVOID FILLERS

Ask not what your country can,
you know, do for you, but what
you can, **like**, do for your country,
actually?

David McCullough to Boston College graduates, 20 May 2008



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

