

# **chapter 11**

# **Using Language**

# **Denotative Meaning**

**Literal or dictionary meaning  
of word or phrase**

# **Connotative Meaning**

**Meaning suggested by  
associations or emotions  
triggered by word or phrase**

# Language Use Guidelines



- **Accurately**
- **Clearly**
- **Vividly**
- **Appropriately**

# **Abstract Words**

**Refer to general concepts,  
qualities, attributes**

# Concrete Words

**Refer to  
tangible  
objects**



# **Abstract vs. Concrete**

**Physical activity**

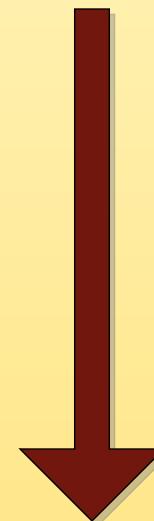
**Sports**

**Golf**

**Professional golf**

**Tiger Woods**

**Abstract**



**Concrete**

# **Imagery**

**Creates mental images of  
objects, actions, ideas**



# Simile

- Comparison
- Introduced with “like” or “as”

# **Simile**

**“Air pollution is eating away at the monuments in Washington, D.C., like a giant Alka-Seltzer tablet.”**

# **Metaphor**

- **Comparison**
- **Not introduced with “like”  
or “as”**

# **Metaphor**

**“America’s cities are the  
windows through which  
the world looks at  
American society.”**

# Rhythm

**Pattern of sound created  
by choice, arrangement  
of words**

# **Parallelism**

**Similar arrangement of pair  
or series of related words,  
phrases, sentences**

# **Parallelism**

**“Rich and poor, intelligent  
and ignorant, wise and  
foolish, virtuous and vicious,  
man and woman—it is ever  
the same, each soul must  
depend wholly on itself.”**

# **Repetition**

- **Reiterating same word or set of words**
- **At beginning or end of successive clauses, sentences**

# **Repetition**

**“If not now, when? If not us,  
who? If not together, how?”**

# Alliteration

**Repeating initial consonant in  
close or adjoining words**

# Alliteration

**“Our colleges, our communities,  
our country should challenge  
hatred wherever we find it.”**

# **Antithesis**

**Juxtaposition of contrasting  
ideas, usually in parallel  
structure**

# **Antithesis**

**“Ask not what your country  
can do for you; ask what you  
can do for your country.”**

# Using Language Appropriately



- Occasion
- Audience
- Topic
- Speaker

# **Inclusive Language**

**Does not stereotype, demean  
on basis of gender, race,  
religion, disability, sexual  
orientation, etc.**

# Using Inclusive Language

- **Avoid generic “he”**
- **Avoid use of “man” when referring to both men & women**



# Using Inclusive Language

- **Avoid stereotyping jobs,  
social roles by gender**
- **Use names groups use to  
identify themselves**

# Avoid the Generic “He”

Ineffective:

**Whenever a surgeon walks into the operating room, he risks being sued for malpractice.**



# Avoid the Generic “He”

More Effective:

**Whenever a surgeon walks into the operating room, she or he risks being sued for malpractice.**

# Avoid Generic “Man”

Ineffective:

**If a large comet struck the earth, it could destroy all of mankind.**



# Avoid Generic “Man”

More Effective: **If a large comet struck the earth, it could destroy all human life.**

# Avoid Stereotyping

Ineffective:

**Being a small  
businessman in the  
current economic  
climate is not easy.**



# Avoid Stereotyping

More Effective: **Being a small business person in the current economic climate is not easy.**

# **Use Group Self-Identifiers**

Ineffective:

**The Paralympics show  
what handicapped  
people can accomplish  
in the athletic arena.**



# **Use Group Self-Identifiers**

More Effective:

**The Paralympics  
show what people  
with disabilities can  
accomplish in the  
athletic arena.**