



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

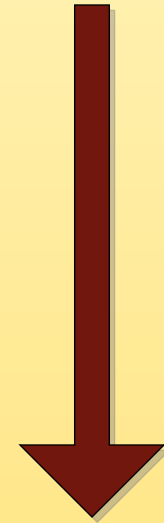
Abstract

Sports

Golf

Professional golf

Tiger Woods



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



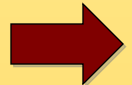
- **Occasion**
- **Audience**
- **Topic**
- **Speaker**

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**

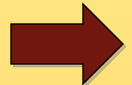


Using Inclusive Language

- **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.**



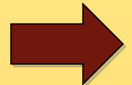
Avoid the Generic “He”

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.



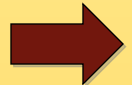
Avoid Generic “Man”

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.**



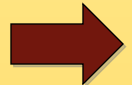
Avoid Stereotyping

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.**