**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**

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