Speech Terminology

Name

Motivation

Oratory

Abstract Pace Parallelism 44. Analogy Personification 45. Anecdote Allusion 46. Persuasion Articulation Pitch 47 Attention-getter (attention 6. 48. Posture device) Preview 49. Projection Cadence 50. Chronological Pattern Pronunciation 51. Cliché 52. Rate 10. Comparison 53. Reasoning Conclusion Repetition 54. Concrete 55. Resonance 13. Confidence 56. Review 14. Continuity Rhetorical Question 57. Contrast 58. Segue Conviction 16. Shock Technique 59. Convince 60. Signpost 18. Credibility 61. Sincerity 19. Emphasis 62. Simile 20. Enunciation 63. Slang Ethos 64. Specific Euphemism 65. Stereotype 23. Evidence 66. Style 24. Example 67. Summary 25. Extemporaneous 68. Support 26. Eye Contact 69. Suspense Fact 70. Tempo 28. Fallacy Testimony 29. Figure of Speech Tone 30. Gesture Transition Humor Universality (Universal 32. Hyperbole Appeal) 33. Voice Impromptu 34. Inflection Informative Speech 35. 36. Introduction Irony 38. Manuscript 39. Metaphor Monotone 40.

Watch Your Language!

Weber - Speech / Writing: Communication

Choose words that are ACCURATE:

CONCRETE Words -

can be perceived through sight, hearing,

touch, taste, or smell

ABSTRACT Words -

are qualities, attributes or concepts

i.e. love, happiness

GENERAL / Abstract

transportation

vehicle

automobile

car

sports car

SPECIFIC / Concrete

Ferrari

Words that are VAGUE or do not precisely explain or define a concept or idea may confuse or mislead your audience.

DENOTATION is the basic or dictionary meaning of a word

CONNOTATION goes beyond dictionary meaning – the meaning we associate with the word or that the word implies.

Consider the word FRIEND:

The definition of friend is "one that is attached to another by affection or esteem; acquaintance." (Webster's 9th New Collegiate Dictionary)

But we associate FRIEND with ideas such as SUPPORT, CONCERN, and LOVE.

Avoid MALAPROPS – words that sound similar to the correct word, but have an entirely different meaning.

ex. He was recovering from a serious melody (malady).

Keep it SIMPLE:

Consider your audience when choosing language. Do not try to sound more sophisticated or intelligent than your audience. In order to understand your ideas, they must understand your writing or speech. If you try to impress your audience by using big words or high-level vocabulary, you may end up alienating or "losing" your audience!

Be CONCISE! Say it in as few words as possible. Get to the point!

CHOOSE words carefully:

Don't assume that your audience is familiar with everything you are talking about! Avoid JARGON if you are speaking to an audience of "non-specialists", clarify and define technical or "special" language:

i.e. Prenatal care is necessary for a healthy unborn child. (Not everyone knows what "prenatal" means.)

Don't offend! Avoid language that is SEXIST, RACIST, or AGEIST. You want your audience to listen and, hopefully, agree or, at least, respect what you have to say. You don't want them to get up and leave!

SLANG or SHOCKING language may also alienate your audience. Many of us speak differently in private than we do in public. Language is usually more formal and generally accepted to appeal to the mass population. Consider your audience – get their attention without offending or confusing them!

Say it with STYLE:

ALLITERATION – recurrent initial sounds in words "Please pay attention and promote the positive!"

ALLUSION – reference to a well-known person, place, or thing "She definitely believed she was Madonna, dancing and singing and changing her image every few years."

ASSONANCE – repetition of vowel sounds "We believe that people should feel pleased with our response."

CONSONANCE – repetition of consonant sounds "The plight of the oppressed poses a challenge to all people."

- HYPERBOLE exaggeration "If we don't fight for peace, we will all end up hating one another."
- IRONY words that imply the opposite of what they seem to say "After missing the bus, forgetting my homework, and tripping on my shoelace, I knew it was going to be a perfect day!"
- METAPHOR comparison between two different things "As understanding grows, it will spread its branches and shade us from hate and prejudice."
- OXYMORON contradiction of words "His delicate strength made him an important influence in my life."
- PERSONIFICATION giving human qualities to non-human things "The leaves danced and the breeze sang outside my window."
- RHYME words that end in same sounds "Words I choose are mean, lean, and clean."
- REPETITION repeating the same words or phrases "government of the people, by the people, for the people" A. Lincoln
- SIMILE comparison of two items that are essentially unlike, using like or as "Dreams are like rainbows: they are beautiful and recurrent, but

only in the aftermath of a heavy experience."