

GLOSSARY OF TERMS

Absolutes: all, every (do not use)

Abstract: love vs. Concrete: care

Access & Assess: information

Advocate: defend, refute, sell, inspire

Annotated bibliography: 2-3 sentences about the reference for your purposes only

Articulation, enunciation, pronunciation

Audience: attitudes, beliefs, values

Chronemics

Citation: in-text (Author, year, page number).

Clustering (brainstormng)

Clutter

Colloquialism

Concept

Connectives: transitions, internal previews, interna summaries, signposts

Credibility

Crescendo

Critical thinking

Demographics: age, gender, cultural background, ethnicity, politics, religion, sexual orientation

Delivery cues: pause, repeat, slower, louder, softer, gesture, question, eye contact, point to visual

Dialect: slang, ebonics, creole, patois, twang

Ellipsis

Emotional appeals: pathos

Ethics: fair, honest, just, moral

Ethnic: cultural background, country of origin, language

Ethos: appeal from beliefs and aspirations

Evidence

Extemporaneously

Eye contact

Fallacies: hasty generalization, false cause, invalid analogy, bandwagon, red herring, either-or, ad hominem, slippery slope, appeal to tradition, appeal to novelty

Feedback: questions, comments

Fiduciary relationship based on trust

Gesture: body language, kinesics

Goodwill

Haptics

Imagery: cliché, metaphor, simile

Impromptu

Jargon: medical, legal, professional (musical, artistic, architectural, etc.)

Kinesics: 700,000 gestures identified by scientists

Listening: active, critical, ethical

Logistics: How, what, when, where, who, why?

Logos: logic, evidence, reasoning

Misconception: error, miscommunication, mistake

Monotone

Monroe's motivated sequence: attention, need, satisfaction, visualization, action

Non-partisan vs. partisan

Order: chronological, spacial, topical

Outline: preparation, speech, subpoints, problem-cause-solution order

Paraphrase: must be cited

Pathos: emotional appeal

Persuasion modes: ethos, logos, pathos

Plagiarism: global, incremental, patchwork

Powerpoint: brief, few slides

Proxemics

Question of fact, policy, value

Reasoning: analogical, causal, from principle

Reference: APA Style, citation, source, author, year, title, sponsoring organization, URL

Relevance

Rhetoric

Rhythm: parallelism, repetition, alliteration, antithesis

Research: library, online, interview, personal experience

Sample (small percentage of a larger group)

Speech delivery: ice breaker, manuscript, impromptu, extemporaneous, conversational

Speech: topic, purpose, idea, conclusion

Speech for special occasion: introductory, acceptance, commemorative, presentation

Speech order: causal, chronological, spacial, topical

Speech parts: introduction, body, conclusion

Statistics

Stereotyping

Storytelling

Subliminal suggestion or seduction

Supporting materials: examples, statistics (mean, median, mode), testimony (peer, expert), direct quotation, paraphrase, quoting out of context, visual aids

Testimony: peer, expert, audio/video recording (with permission only)

Timeline

Transitions: (Therefore, However, Consequently, etc.), internal previews, internal summaries

Visualization

Voice: expression, inflections, monotone, pauses, pitch, rate, variety, volume

Word-of-mouth

Words: antonym, homonym, synonym