



# Language

Characteristics of Style  
Effective Style

# Characteristics of Style

- Influence of culture on language
- Five qualities of language

# Cultural Influences

- Sound and Symbol
- Dog
- Perro





# Culture Influences

MEANING







What about the word

Pain?





# Culture Influences Language Use

- Direct and Indirect language
- Value of talk or silence
- Gender Dominance
  
- Check list page 235 – is your language culturally sensitive and unbiased?

# Five Qualities of Language

## ● Directness

- To achieve directness use active rather than passive sentences.
- The professor wrote the book vs The book was written by the professor.
- Use personal pronouns – refer to the audience as “you” vs “the audience.” Refer to yourself as “I” vs “one.”

# Abstraction

- Entertainment
- Film
- American Film
- Recent American Film
- Girl Fight
- Specific vs abstract helps you guide the images that come to your listeners minds.

# Formality

- Formality varies with culture and individuals.
- Asians and Germans tend to be more formal, Mexicans tend to be more informal.
- Older people tend to be more formal than younger people.

# Accuracy

- Polarization: fallacy of either-or. These options don't include all possibilities.
- Fact-inference confusion: facts are observations, inferences are conclusions about those observations.
- Allness: only part of total picture.
- Static evaluation: constant change
- Indiscrimination: groups vs individuals

# Check Lists

- Page 236 – check list for simplicity and conciseness
- Page 237 – Is your language concrete?
- Page 242 – does your language build trust and credibility?

# Effective Style – Do's

- Clear and correct
- Be vivid – active verbs and imagery
- Adapt to the audience and the occasion
- Spaced Repetition

# Effective Style – Don'ts

## ● Avoid

- Sexist language – he instead of he or she
- Slang
- Cliches – bottom line, cutting edge,
- Profession specific jargon
- Loaded words – religious fanatics
- Empty words – new and improved
- Contractions
- Taboo words