The maladroit misogynist believed that a connubial arrangement relegated the feminine portion to domestic servitude.
• Your condensation has not been very good lately; you seem to lack the ability to pay reception to the insignificant concepts.
Diction

- Selecting and using appropriate language
Diction

- Clarity
- Denotation
- Impact
- Connotation
Denotation:

• dictionary meaning

• precise meaning, accuracy
Connotation:

- implied meaning which carries emotional response
- emotional impact
Diction needs to be:

- Appropriate
- Clear
- Vivid
Make diction appropriate to:

- Audience
- Purpose
Audience and purpose

- Level
- Tone
- Gender References
Levels of English

- Formal
- General
- Informal

- (Schiffhorst and Pharr 218-219)
Formal

• Used in scholarly or technical writing
• Serious and scholarly
• Intricate sentence structure
• No contractions
• Sophisticated vocabulary

• (Schiffhorst and Pharr 218)
Formal

• “A fifth feature of this tacit theory behind educational traditionalism is that a primary function of liberal education is criticism of oneself and one’s community. According to this conception, the unexamined life is not worth living, and the examined life is life criticized”

• (Searle 93)
General

- Probably best for undergraduate and business
- Less complex sentence structure than formal
- Simpler words than formal
- No colloquialisms or slang
- Contractions ok

(Schiffhorst and Pharr 219)
General

• Most students are better served if they take part in the social activities in college. Academics, while important, often don’t provide the life skills important to a well-rounded individual. Social interchange can develop those interpersonal skills which a person needs to apply the knowledge gained in the classroom.
Informal

• More conversational

• Uses colloquialisms, slang, contractions

• Loose sentence structure

• (Schiffhorst and Pharr 218)
Informal

• Dude, that movie was so radical. The special effects were so awesome. They totally rocked my socks off.
Tone:

• The attitude or feeling your writing evokes
• Generally created by word choice
• Depends on connotation
• Needs to fit purpose
Avoid

- Slanted language
- Pretentious language
- Inappropriate gender references
Avoid slanted language

- He is bigoted homophobe.
- He supported the heterosexual marriage amendment.
Avoid pretentious language

- The deferred departure had its basis in the accumulation of precipitation.

- The snowfall delayed the flight.
Gender references:

- **Stereotyped roles:** A doctor must perfect his bedside manner.
- **Exclusions:** Mankind
- **Patronizing labels:** male nurse, lady judge
Clarity

- Specificity
- Vocabulary
- Jargon
- Euphemisms
Specificity

- **General terms refer to overall groups.**
  - The car moved down the street.

- **Specific terms refer to individual items.**
  - The battered, rusty 1972 LDT wagon rattled and smoked its way down NP Avenue.
Concrete/Abstract

• Abstract words deal with concepts
  - It was a beautiful scene.

• Concrete words appeal to the senses and are real.
  - The sky faded from magenta to pink then light blue, and the cold breeze reddened my nose as I walked back to the pickup.
Always know meanings before you use words:

• My uncle’s erratic behavior shocked the guests.

• My uncle’s erotic behavior shocked the guests.
Avoid jargon in general audiences

- LRE
- Genz Worm
Don’t Use Euphemisms to mislead

- Ethnic cleansing
- Revenue adjustment
- School choice
- Friendly fire
Vivid language

- Use figurative language to make your writing vivid.
- Figurative language carries meaning beyond its denotation.
Figurative language

• Simile
• Metaphor
• Irony
• Overstatement
• Understatement
Simile/Metaphor

• A direct comparison of unlike things that uses “like” or “as”

• Her retort jarred me like a dropped plate.

• A direct comparison of unlike things

• His offer had the appeal of week-old pastry.
Effective metaphors

• Avoid mixed metaphor
  • His writing was a maze of corn rows the led the reader to the obvious harbor for his ship.

• Avoid cliché
  • The ball is in your court.
Overstatement:

• hyperbole, exaggerating for emphasis.

• We were so excited about winning the championship we could have jumped over the bus.
Understatement:

• emphasizes restraint.
• I lost $300,000 in the market crash.
• I was a little vexed about the outcome.
Works Cited
