Chapter 3
LANGUAGE & MEANING

- **Lecture 1:** OVERVIEW OF THE CHAPTER – WHAT DO YOU NEED TO KNOW? (NOTE-TAKING)
  - Take notes on the overview slide –focus on active listening.
  - Think about how to answer the follow-up questions on the overview slide.
  - At home, prepare for the next lesson. Look at the task that needs to be completed.
- **Lecture 2:** PRACTICAL ACTIVITY – HOW THE CHAPTER WORKS IN PRACTICE (GROUP/PAIR WORK)
  - Look at the tasks that need to be completed. Complete it with someone next to you.
  - Create the chapter mock exam assessment questions on AI. Try to answer the questions without using the answer key.
- **Lecture 3:** LAB ASSIGNMENTS GRADED (individual WORK)
  - Make sure you have a device, or you use the university computers in the lab
  - Log onto your Online Account.
  - Access the assignment during the class time. This is a review of the chapter.
  - Keep note of the deadline and complete the rest at home.
- STUDENT RESPONSIBILITY: READING CHAPTER– (ONLINE COURSEBOOK + EXTERNAL READINGS)
  - Take notes on the overview slide –focus on active, independent reading.
  - Complete the weekly **CHAPTER** assignments on McGraw Hill Connect

Ms. Hannah Sarsony

(A) You should be able to **define** 'language', and how we 'decode' in our everyday lives using the language from the coursebook.

Language is...

(B) You should be able to know and define the three sets of **rules of language** using an example from your life at college.

1. Semantics:

2. Syntactics:

3. Pragmatics & Phatic Communication:

(C) You should be able to define and describe **how language and culture are intertwined, and specifically the Sapir-Whorf Hypothesis** with examples from your life.

1. What is culture?

2. How is culture related to language?

3. What is the Sapir-Whorf Hypothesis?

(D) You should be able to explain how **language organizes reality and is arbitrary.**

How does language organize reality?

Language is Arbitrary:

- Denotative:
- Connotative:
- Symbolic:
- Personal:
- Language changes with context:

(E) You should be able to describe **Hayakawa's ladder of abstraction** with an example from your life.

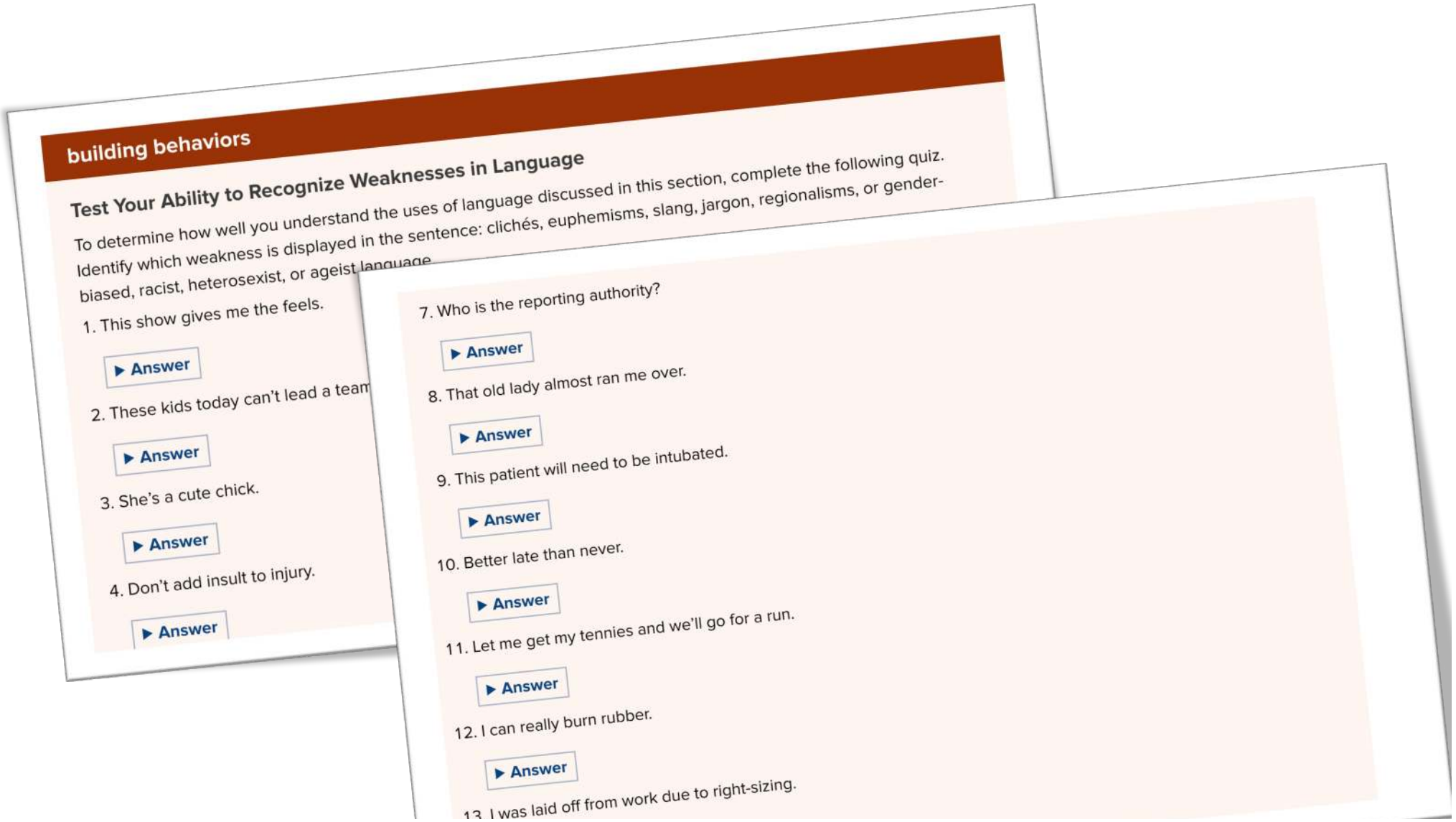


(F) You should be able to describe FIVE (5) **types of communication to avoid when using language in speaking and** EIGHT (8) ways to improve your language skills.

Task 3: Next Slide

You may want to use this slide to take extra notes

READING (INDEPENDENT WORK): HOW WELL DO YOU UNDERSTAND LANGUAGE?



building behaviors

Test Your Ability to Recognize Weaknesses in Language

To determine how well you understand the uses of language discussed in this section, complete the following quiz. Identify which weakness is displayed in the sentence: clichés, euphemisms, slang, jargon, regionalisms, or gender-biased, racist, heterosexist, or ageist language.

1. This show gives me the feels.

▶ Answer

2. These kids today can't lead a team

▶ Answer

3. She's a cute chick.

▶ Answer

4. Don't add insult to injury.

▶ Answer

7. Who is the reporting authority?

▶ Answer

8. That old lady almost ran me over.

▶ Answer

9. This patient will need to be intubated.

▶ Answer

10. Better late than never.

▶ Answer

11. Let me get my tennies and we'll go for a run.

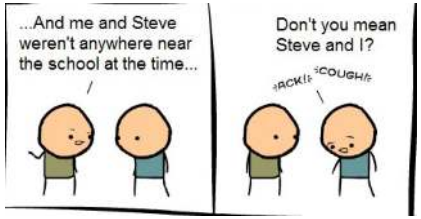
▶ Answer

12. I can really burn rubber.

▶ Answer

13. I was laid off from work due to right-sizing.

CLO 3.1 Demonstrate knowledge of components and **ethical behaviour** in various contexts of communication. Explain **WHY** we should avoid the following language in communication.



AVOID: (1) GRAMMATICAL ERRORS

What? Grammatical errors are mistakes in using language rules, like incorrect punctuation. Example: "He don't like it" instead of "He **doesn't** like it."

Why? _____

_____

_____



AVOID: (2) SLANG

What? Informal, casual language used among equals (specific groups of people) with words typically unsuitable for more formal contexts. Example "Cool" instead of "excellent".

Why? _____

_____

_____



AVOID: (3) PROFANITY

What? A type of swearing that uses indecent words or phrases.

Why? _____

_____

_____



AVOID: (4) CLICHÉS

What? Informal or overused expressions that lack originality or impact. Example: "As busy as a bee" = very busy; "airing dirty laundry" – exposing all your secrets; It is not specific to a group of people.

Why?

_____

_____

_____



AVOID: (5) JARGON

What? Language particular to a specific profession, work group, or culture and not meant to be understood by outsiders.

Why?

_____

_____

_____

_____



AVOID: (6) REGIONALISMS

What? Words and phrases specific to a particular region or part of the country

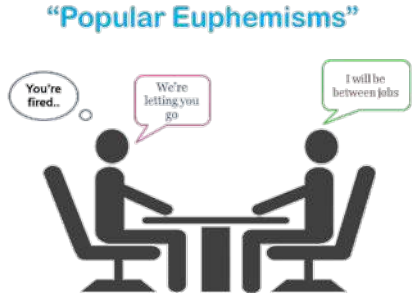
Why?

_____

_____

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AVOID: (7) EUPHEMISMS

What? A more polite, pleasant expression used instead of a socially unacceptable form. Like saying, "I want to go to the '***BATHROOM***", instead of 'toilet'.

Why?

_____

_____

_____



PREJUDICIAL LANGUAGE TO AVOID: (1) GENDER-BIASED LANGAUGE

What? Language that privileges a certain gender over another. Example: Using "fireman" instead of "firefighter" implies that only men can perform that job.

Why? _____

_____

_____

_____

In the media, who is more likely to be portrayed as angry and violent? M[illegible]nswer in this article.



PREJUDICIAL LANGUAGE TO AVOID: (2) RACIST LANGAUGE

What? Language that insults a group because of its race or ethnicity.

Why? _____

_____

_____

_____

Read this article featured in the University of Toronto's Website about lack of exposure and racial bias. At what age can racial bias start?



PREJUDICIAL LANGUAGE TO AVOID: (3) AGEIST LANGUAGE

What? Ageist language stereotypes or discriminates based on age, like calling someone "old" as an insult. Example: Saying, "You're too old to understand how to use technology", or saying, "You're too young to know anything about finance" dismisses someone's knowledge based solely on their age.

Why? _____

_____

_____

_____

Do all cultures treat older people the same. Read this article - how does it make you feel?



CLO 3.1 Demonstrate knowledge of components and **ethical behaviour** in various contexts of communication. Read the information on the previous slide then answer the following questions

1. Which of the following best demonstrates checking your perception?
A. "You always ignore me when I ask for help."
B. "I noticed you didn't respond to my call. Are you not well or did I say something wrong?"
C. "I know you're upset with me because you didn't smile."
D. "You never listen to me in meetings."

2. What is the primary purpose of paraphrasing in communication?
A. To change the topic of discussion
B. To shorten the conversation
C. To reflect the content and emotions of the speaker's message
D. To agree with the other person immediately

3. Which of the following is an example of "dating" in communication?
A. "I always fail at math."
B. "Last summer, I struggled with math, but I've improved since then."
C. "Math is difficult for everyone."
D. "I am not good at math, and I never will be."

4. What does "indexing" help you avoid in communication?
A. Stereotyping
B. Overexplaining
C. Using simple words
D. Sharing personal opinions

5. Which statement represents an operational definition of "illness"?
A. "Illness means not feeling well."
B. "Illness is when your body feels weak or in pain and common medicine cannot help."
C. "Illness is when you are tired and don't feel like working."
D. "Illness is something you catch in the winter."

6. What is the difference between an observation and an inference?
A. Observation involves assumptions, while inference involves facts.
B. Observation is about guessing, while inference is about describing.
C. Observation is about directly noticing something, while inference involves drawing conclusions.
D. Observation is a feeling, while inference is a physical action.

7. Which of the following best defines the term "deadline" descriptively?
A. "A deadline is when the work is supposed to be done."
B. "Deadline means completing the task sometime soon."
C. "A deadline is the exact date by which a project must be submitted, such as next Monday."
D. "Deadline means doing work as quickly as possible."

8. What is the main goal of using concrete language in communication?
A. To impress others with complex vocabulary
B. To make sure messages are clear and specific
C. To shorten conversations
D. To confuse the listener with broad ideas

9. Which of the following is an example of frozen evaluation?
A. "My friend was shy in high school, but she's very outgoing now."
B. "I used to dislike coffee, but now I drink it every morning."
C. "Sarah was rude once, so she will always be rude."
D. "I didn't enjoy this book last year, but I might appreciate it now."

USING AI TECHNOLOGY: GROUP OR PAIR WORK

Please help me create a quiz using the following keywords: [insert your list of keywords]. The quiz should be in an exam-style format and include the following types of questions:

1.True/False Questions (T/F):

1. Create 5 statements (one per keyword).
2. Ensure each statement is clear and unambiguous.
3. DO NOT Indicate whether the statement is True or False.

2.Multiple Choice Questions (MCQs):

1. Write 5 questions (one per keyword).
2. Provide 4 answer options for each:
    1. One correct answer.
    2. Three plausible distractors (incorrect answers).
3. DO NOT mark the correct answer.

3.Situational Multiple-Choice Questions (MCQs):

1. Write 5 realistic scenarios based on the keywords.
2. For each scenario, ask a question that tests understanding of the keyword.
3. Provide 4 answer options:
    1. One correct answer.
    2. Three plausible distractors.
4. DO NOT mark the correct answer.

4.Short Answer Questions (Fill-in-the-Gap):

1. Create 2 sentences with a blank where students must write the correct keyword or phrase.
2. DO NOT indicate the correct answers in brackets.

5.Essay Question:

1. Write 1 question describing a communication or situational problem involving one or more keywords.
2. Include 3 sub-questions that require thoughtful analysis or application of the concepts.

Answer Key Page:

•Provide all correct answers on a separate page at the end of the document.

•The answer key should include answers for:

- True/False Questions
- Multiple Choice Questions (MCQs)
- Situational MCQs
- Short Answer Questions
- Essay Question answer in 200 words only

Output Requirements:

•Format: The quiz must be created in an exam-style layout and saved as a Word document.

•Answer Key Placement: The answer key must appear only at the end of the document.

Key Terms

Ageist language
Cliché
Concrete language
Connotative meaning
Culture
Dating
Decode
Denotative meaning
Descriptiveness
Encode
Euphemism
Frozen evaluation
Gender-biased language
Heterosexist language
Indexing
Jargon
Language
Operational definition
Paraphrasing
Phatic communication
Pragmatics
Profanity
Racist language
Regionalisms
Sapir-Whorf hypothesis
Semantics
Slang
Syntax

