**Chapter 13: Using Language and Style**

**Discussion Questions**

1. What is the relationship between language and culture? Why does the speaker need to know something about the cultural background of the target audience?
2. How might you utilize some of the figurative devices to obtain the audience’s attention in your next speech?
3. Describe the relationship between language, meaning, and thought using Ogden and Richards’ Triangle of Meaning.
4. Select a news or magazine article and identify any examples of racist, sexist, or ageist language that is present.
5. How might a speaker utilize connotative meanings to his or her advantage in a speech?
6. What does it mean when we say that oral style is more adaptive than written style?