

Glossary

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Blamer body language

Blamer body language gives an authoritarian message. It is characterized by a domineering stance and the frequent use of aggressive hand gestures. Sometimes we use it as protection against accusations or anger directed at us.

Body language

Body language is a form of non verbal communication. It involves reading people's movements, posture, facial expressions, and mannerisms to gain an insight into their thoughts, feelings, and ideas.

Chunking

Chunking involves breaking a task into manageable pieces. If chunking is done correctly, it can take a daunting task and turn it into something achievable.

Comparisons

A comparison compares two different ideas and highlights what they have in common. It is memorable because the similarity stays in your mind. The easiest way to create a comparison is to think about what the two things have in common and then say 'one is like the other because ...'

Computer body language

A person using this type of body language typically crosses their arms, and when seated leans back in the chair and crosses their legs. This form of body language can drive people to sleep or into deep confusion. It is often used when we need to distance ourselves from someone or something or to give us time to think.

Content

Content is the information or detail which you present to your audience.

Context

Context is the framework which you set up for your audience. It shows them where all of the information fits and ensures that there is no misunderstanding.

Distractor body language

Distractor body language is easily identified. It is characterized by fast and disjointed movements, especially the head, eyes, arms, and hands. Subtle forms of the distractor can be very powerful and are used to deflect anger, inject humor, or as an element of surprise.

Detail

Details are the factual data which supports the ideas in a document or presentation.

Direct sentences

Direct sentences use as few words as possible. They are simple and straight to the point. For example a direct sentence would say "He looked at the page" whereas an indirect sentence would say "He visually examined the page".

First impression

A first impression is the initial reaction you have to something.

Global picture

This is an overall picture you have of a subject. It usually implies that you understand the context as well as the content.

Images

The word images is a general term. It can be used to describe the overall picture that you paint for the reader. You can also illustrate specific ideas. Images include graphics, personal stories, and metaphors.

Indirect sentences

Indirect sentences use several words where one would suffice. Usually the meaning is hidden under mounds of unnecessary information.

Jargon

Jargon is the technical language of a profession or trade. Unless you have the appropriate audience it can confuse issues rather than clarify them.

Layout

Is the way a document is designed. It includes the appearance of the document as well as the way the actual information is arranged.

Linear

Thoughts, ideas or concepts which extend in a straight, one dimensional direction. Ideas which don't branch into other areas.

Main idea

The main idea is what the author has to say about the subject matter. A document or presentation can have several main ideas. Each is supported by a number of details.

Metaphors

A figure of speech where a phrase or term is applied to something. It is not literally applicable and only suggests a resemblance.

Mind mapping

A creative process where ideas are written down as they occur. Mind mapping can be done on an individual basis or in a group situation. It encourages the generation of new ideas and thoughts and helps you to see the subject from a global perspective.

Placator body language

Placator body language gives the impression of being eager to please and accommodate everyone. The stance is indicative of this. This type of body language is characterized by arms up and out to the side, palms facing upwards, and the head slightly tilted to one side. This is often used to lower defenses and gain trust from the other person.

Rapport

Rapport is a subconscious connection which two people share. It is typically a harmonious and sympathetic relationship.

Subject matter

The subject matter is the theme of a document or presentation, i.e. what it is about.

Support tools

These are materials which are used during a presentation to add interest and attract the audience's attention. They include videos, posters, and multimedia.

Tone

A sound considered with reference to its quality, pitch, strength, and character. It is also a particular quality or way of sounding. It involves adding modulation or intonation to the voice to express a particular meaning.

Visually descriptive language

Visually descriptive language uses adjectives and descriptive words to help the reader or hearer visualize what is being described. This makes details much more memorable.

Support material

Support material is the information which you present using tools such as handouts, overhead transparencies, posters, videos, slides, and computers.

