

# Vocabulary

*Study the vocabulary words and definitions below as a reference for this unit.*

**advertising** .....publicly announcing or describing what is good or special about something

**body language** .....the act of sending or receiving messages through gestures, facial expressions, or any other body movement or posture

**connotation** .....meanings that come from the emotions or ideas readers associate with particular words

**enunciation** .....the clear and distinct voicing of words

**pitch** .....the highness or lowness of a spoken word (or any sound)

**pronunciation** .....the act of saying words correctly, as they are listed in a dictionary's guide of how a word is spoken

**propaganda** .....any organized attempt to influence people's thinking or actions

**tempo** .....the speed at which words (or any sounds) are spoken

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**visual aids** .....any material that can be seen that helps listeners and viewers understand or remember

*Examples:* pictures, posters, drawings, charts, diagrams, puppets, costumes, hats, scenery, and props

**volume** .....the loudness or softness of a spoken word (or any sound)