Unit 3 Seminar

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Author Note

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Chapter four of the Communication for Success by Hamilton (et. al) address the concept of verbal communication. Since language is the key toward building communication, therefore, at some times, language becomes a source or a hurdle toward cultural synchronization and connotation development. Hamilton (et. al) writes that the nature of language is crucial in developing abilities, both in an individual and collective manner (Hamilton 2016a). In defining both language and the verbal communication, they have resorted to the view that understanding of language is just based on a collection of symbols, which have always addressed the causes and resources for a group of people.

Expanding over this concept, Hamilton (et. al) writes that language is associated with gender, ethics, culture and technology. All these secondary aspects are closely related to the use of language. These aspects are largely dependent over the use of language, and how some aspects of language deal with trends in these spheres. Another dimension of language, authors believe is its power to influence the perceptions. Since language compromises of vocabulary, styles, jargons and many other definitive aspects, therefore, it has developed the power to reflect over the attitudes. They opine that in many ways language influence the attitudes of individuals which then define the final makeover of communication or a meeting (Hamilton 2016b).

In the later parts, the authors argue that language also affects the perceptions over us. For example, since communication is not a single- way process, and is taken in a wider context, therefore, it has the power in each form, to affect other people’s affection over us. They also believe that insufficient vocabulary and lack of attention, are also hurdles in delivering the message across. Such limitations also expand to include jargons, euphemisms and polarizing terms. However, in the final parts, the authors believe that imprecise language and use of the relative terms, however, are some intentional kind of errors which many humans make.

# References:

Hamilton, Cheryl M. 2019a. *Communicating for Success*. Routledge.

———. 2019b. *Communicating for Success*. Routledge.