

## ГЛОССАРИЙ

| N<br>п/п | Новое понятие                                              | Содержание                                                                                                              |
|----------|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| 1        | 2                                                          | 3                                                                                                                       |
| 1.       | <b>Communication</b>                                       | is when someone lets someone else know something, in other words, when a sender gives a recipient a message.            |
| 2.       | <b>Channel</b>                                             | is the means that sender and recipient use to communicate.                                                              |
| 3.       | <b>The four aspects of a message</b>                       | include referential aspect, expressive aspect, relational aspect, appealing aspect.                                     |
| 4.       | <b>Non-verbal signals</b>                                  | include intonation, facial expression, posture, outward appearance of texts, etc.                                       |
| 5.       | <b>Cursing</b>                                             | is a form of communication with little more than an expressive purpose, and hardly any actual information.              |
| 6.       | <b>The main characteristic of successful communication</b> | is that the recipient interprets the message in the same way as the sender.                                             |
| 7.       | <b>Sender purposes</b>                                     | are to inform, to comment, to instruct, to evoke emotions, to maintain relations.                                       |
| 8.       | <b>Recipient needs</b>                                     | are to be informed, to receive opinion/confirmation, to receive instructions, to have emotions, to have good relations. |
| 9.       | <b>Impression</b>                                          | is when someone tends to stress his strong points.                                                                      |
| 10.      | <b>Facade behaviour</b>                                    | is when someone tends to cover up his weak points.                                                                      |
| 11.      | <b>Feedback</b>                                            | is a part of the response from which the sender can infer how his message has been received .                           |

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| 12. | <b>Visual aids</b>                       | include diagrams that explain, charts and graphs that repeat data, cartoons or models, pictures that clarify or emphasise, flip charts or demonstrations that reveal outlines or processes.                           |
| 13. | <b>Ways to settle a dispute</b>          | include war, violence, blackmail, bribery, letting fate decide, or voting.                                                                                                                                            |
| 14. | <b>Solving a dispute</b>                 | means that both parties try to convince each other that they are right.                                                                                                                                               |
| 15. | <b>An argumentation</b>                  | is a combination of statements of which one (the opinion or conclusion) is supported by one or more other statements.                                                                                                 |
| 16. | <b>To argue</b>                          | means that someone tries to prove that a statement is correct by means of one more other statements (arguments).                                                                                                      |
| 17. | <b>An opinion (conclusion)</b>           | is a view of reality that is not shared by everyone, in other words a statement that is or may be disputed.                                                                                                           |
| 18. | <b>Simple argumentation (basic form)</b> | consists of two statements: an opinion supported by an argument.                                                                                                                                                      |
| 19. | <b>Multiple argumentation</b>            | is a combination of two or more simple argumentations: one opinion is supported by two or more arguments.                                                                                                             |
| 20. | <b>Subordinate argumentation</b>         | means that one argument is supported by another argument.                                                                                                                                                             |
| 21. | <b>Signals</b>                           | include: signals of opinion, signals of arguments, and signals of multiple or subordinate argumentation.                                                                                                              |
| 22. | <b>Masked arguments</b>                  | are the arguments and/or opinions that are presented in another form, e.g., a question or exclamation that on reflection should be interpreted as an argument, so they do not immediately show their true appearance. |
| 23. | <b>Fallacy</b>                           | is an argumentation that is misused.                                                                                                                                                                                  |

| 1   | 2                                               | 3                                                                                                                                                                     |
|-----|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 24. | <b>Common knowledge arguments</b>               | are factual arguments that everyone knows and believes, without any source.                                                                                           |
| 25. | <b>Common sense arguments</b>                   | are non-factual arguments and they are generally accepted value arguments that most people will consider self-evident.                                                |
| 26. | <b>Analogy</b>                                  | if something happened in a certain situation, the same will happen in a similar situation.                                                                            |
| 27. | <b>Generalisation</b>                           | if something holds good for case a (b, c, etc.), then it holds good in all cases.                                                                                     |
| 28. | <b>Causality argumentation</b>                  | from a certain situation (the cause) a certain result is expected (conclusion), or the argument states the result of the situation mentioned in the conclusion.       |
| 29. | <b>Authority argumentation</b>                  | if authority X says A is true, A is true.                                                                                                                             |
| 30. | <b>Argumentation from quality for judgement</b> | if something/someone shows quality/property X, judgement Y on this thing/person is justified.                                                                         |
| 31. | <b>Argumentation from purpose to means</b>      | if you want purpose X to be reached, you must take measures/means Y.                                                                                                  |
| 32. | <b>Other fallacies</b>                          | include: personal attack, manipulating the audience, straw man: twisting someone's opinion, evading or shifting the onus of proof, circular argument.                 |
| 33. | <b>For/so test</b>                              | is one of way to determine whether a statement is an argument or an opinion. To do this one should be able to place for or so between the two parts of argumentation. |