According to the textbook, language is a system of symbols that humans use to construct, maintain and transform social reality (62). Language is important for people because it allows us to assign meanings to symbols and express ourselves.

One important takeaway from the chapter was the theory of Dramatism. Dramatism was thought of by Kenneth Burke, and defines language as being a species of action, and that the best way to understand human relations and motives was through an analysis of symbolic action (45). Language can be a broad term, and the dramatism theory helps us to narrow down that term into a clearer definition.

Another important takeaway from the chapter is the concept of resignification. Resignification is a process that people take in an attempt to change the connotation of a word (56). The reason why someone may want to change the connotation of a word could be because its meaning has changed since its original meaning was constructed.

An example of resignification in today's society would be during the 2016 election when Donald Trump called Hillary Clinton a "nasty woman" on live television during a debate. Initially, people were outraged because the comment was disrespectful and offensive to many people. After the comment, Clinton's supporters used this as a battle cry and embraced the term "nasty woman." It became the center focus of many rallies and campaigns and united women all over the country. This is an example of how the connotation of a phrase can change when different circumstances arise and adjust the situation.