

Title:
Words Matter

Word Count:
618

Summary:
While tone of voice and body language matter very much, don't underestimate the power of words

Keywords:
writing, editorial, newsletter, business, communication

Article Body:
Words Matter

Despite the high volume of e-mail that flows invisibly all the time, there is often no substitute

present with sincere gusto
It is not uncommon to find a white-collar worker who believes that tone of voice and body language

The 7% rule states:

- 55% of meaning comes from presentation

- 38% of meaning comes from tonality

- 7% of meaning comes from the words themselves.

Though this has brought confidence and success to some, there are still people who pay more than

still misunderstood
In 1967, Dr. Albert Mehrabian and his UCLA colleagues concluded studies in communication that

good for shock value
According to Mehrabian and his team, the original studies were never well understood. They have

single-word expressions only
The Mehrabian studies attempted to reveal the relative impact of facial expressions and tonality

presentation and tone as guides
The results of the studies appeared in full in Mehrabian's books, Silent Messages (Wadsworth,

The 7% Rule is a Lie!
In a 1994 issue of Anchor Point, Dr. C.E. Johnson writes, "If these percentages were really valid

Tone mightier than a sword?
In a 1997 issue of The Toastmaster, J.E. Pearson asks, "Imagine if Nathan Hale had said, 'Okay

Yes; tone of voice and body language matter very much - especially with single-word expressions

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