



# Cutting out the Static

Let your audience 'Tune In'!

Writing and speaking are sometimes compared to another form of communication – broadcasting. A radio transmission, for example, has three elements: a transmitter, a signal or message, and a receiver. But perfect communication is far from guaranteed. A crackling sound sometimes comes over the airwaves – static, or interference, caused by a loose wire perhaps, or a thundery sky.

Speaking and writing also have the three elements – transmitter, signal, and receiver – and also often suffer from 'interference'. What is it that distorts the message between transmitter (you) and receiver (your reader or listener)? It might be as obvious culprit such as inadequate vocabulary or nervous shivering or a noisy street. Or it might be some other subtle factors such as lack of consideration for your audience or lack of confidence in yourself. The idea is to identify and diagnose these and various other types of 'interference', and eliminate them – to the point where your reader or listener can *'tune in'* effortlessly to what you are saying.

Just as few people will stay tuned to a crackly, or boring, or unorganized broadcast, similarly a haphazard letter or poorly constructed speech will usually

fail to get through. Whenever you have something to say it really pays to think how you can say it more clearly, more elegantly, more effectively.

Sharpen your ability to express your thoughts and feelings, and reduce the frustrations (and dangers) of failing to *'get through'*.

The spiral effect is remarkable. Communicate clearly, and you actually start to *think* more clearly, and this in turn improves your communication skills still further. Similarly, as your powers of self-expression increase, so does your confidence, and vice versa.

The upward spiral should continue to the point where words, spoken or written, come fully under your command. Their role in your daily life will transform itself – from a source of worry to a source of support, always following your orders promptly, elegantly, and effectively.

So go out there, broadcast, and make your audiences ***'Tune In'***!