

Television producers, knowing that people are basically garrulous and verbally disorganized, edit most "talking head" statements into a "bite" from a speech—taking part of this sentence, the middle of that, and a startling or memorable line to finish. Thus we hear a cogent (albeit manufactured) pithy statement, made *on* but also *by* TV, and not necessarily intended by the original author. Result: we are now accustomed to hearing, ultimately wanting, only the essence—the bottom line—from people. No strolling through the language. Just the facts, Ma'am. And be quick about it.

Seamless Flow of Words

Consider the anchor person. Flawless. Delivering his or her message without mistakes. News anchors don't look for words or look at notes. They just look at you—keenly, directly, sincerely—and talk. Of course they're reading from a TelePrompter, rolling over the lens so their eyes don't move and give it all away. That teaches the audience that people don't stumble or falter or think as they work at communicating with you. No rephrasing or trying again. The only professional, mature, correct way is seamlessly and effortlessly.

Now this is all very interesting, but what can you do with such information in the work world?

In order to know what *else* you have to do to get people to listen to you these days, let's see how the new techniques of TV information giving have conditioned your potential audience. What problems must you know about and take care of as you prepare to speak to anyone?

Communication Consequences of TV

Passivity

We no longer have to do very much to gain information. It's all done for us—and for *free*. Delivered in the most painless, least challenging way to ensure the broadest possible audience. TV delivery of information has eliminated the participation the old forms of delivery required. And with it the desire to work very hard at trying to find out and understand anything or to like being challenged.