

tools to get us to our goal—constructing the whole. By themselves they have no particular value. They do intrigue us to want to put them together and see how they fit and what they make. Explaining an idea this way is very intriguing but there must be some early indication (like the picture of the completed puzzle on the box) that the whole will be of some value and worth the wait. Its best use is to show the importance of the parts, how they fit, and what their role is.

- *Cutting through to the heart of the matter*

Getting right to the core issue in one shot is also a familiar system and possible for us to understand. The "pronouncement" approach. This can startle us and intrigue us to draw closer, or it can stand as a statement by itself, telling us the bottom line.

*Example:* A newspaper headline. We know that we're getting just one statement. We subconsciously recognize that the *gradual* accumulation of information as well as the ability to gain more data and detail has been edited out. Just a shortcut to the end product remains, making *only* the end product of primary importance. Its best use? Making a major definitive statement or a final conclusion right at the beginning to startle and entice us to learn more.

### *Opposing Natural Information-Processing Systems Disturbs Us*

Because it's easy to follow the familiar systems, we sit up sharply and take notice when something is presented in direct opposition to them, like unrelated objects, random ideas, haphazard connections, illogical reasoning, or unfinished phrases. Use such techniques, like presenting something out of order—i.e., medium shot, close-up, long shot—consciously and deliberately. Be aware of their effect. Use them only *because* they engender special attention. If you are simply negligent or disorderly, you'll lose your point and your audience.

### *Do Not Frustrate the Listener*

If you choose to go out of sequence and confuse or at the least intrigue the listener, know that you also startle, surprise, or unnerve the listener. Fix it fast. Get your effect, then explain, to keep your audience with you.

Starting in the middle of something, a speaker needs to stop and say something like: "What's going on?" "Why am I saying (doing) this?" and