

being asked. It can take us where we could never go. It can introduce us to spiritual experiences and cultural joys.

But—TV communication techniques have been damaging to the learning systems of our societies, supplanting more substantive personally involving ones with the quick fix. To communicate these days, you'd better know what's happened and what effect it's had.

Implications for Business Communication

We need to adapt and adopt.

In these pages we'll learn to offset TV information influences with inventive communication techniques of our own.

- We'll use what we know of what people now need to become much more effective "tellers."
- We'll remain aware of continuing basic human needs, fulfilling the natural as well as the conditioned demands of any audience.
- We'll adapt the current technologies and other new information about visual learning to make business communication clear, convincing, involving, and persuasive.

Now let's leave the new world of TV and technology, and return to the original one of our *natural* functioning to explore another set of basic principles by which we exchange information and reach each other—those of verbal and non-verbal communication.

VERBAL VS. NON-VERBAL COMMUNICATION

How We Communicate

Picture this scene.

You're walking down the corridor at work and see your friend Jack coming toward you:

YOU (*walking up to him, smiling*): "Hi, Jack—haven't seen you in a while. How's everything going?"

JACK (*backs away hastily, avoiding eye contact*): "Fine, fine."

YOU: "What's up? Are you okay?"