

And reading? A picture rather than a thousand words—that's what we need!

And that's what we got.

THE NEW TECHNIQUES OF TELLING

Here are some "telling" facts:

- 77 percent of all Americans get about 90 percent of their news from television.
- 47 percent get *all* their news from television.
- Every major U.S. corporation has its own TV studio.
- Videotapes and videodiscs are commonplace in homes and offices.

Since television is now the major method of giving and getting hard information and factual data today (now that reading and lectures have lost favor), let's look at what new techniques are used for TV communication. And, TV watchers are the general public—including staff and co-workers, buyers, clients, audiences of any size—we surely need to explore further how television has affected us in the way we tell and listen. This is especially true if we wish to build new techniques for effective *business* communication, whose main topic is hard information and factual data—numbers, ideas, issues, marketing strategies.

Basic Techniques of Television Communication

To analyze these techniques and understand their effect on your audience, and also how to use the best of them, let's examine the most common experience of information giving on TV—the nightly news broadcast.

News Stories Are Short

Basically headlines, one and a half minutes long, they're designed for short explanations, not in-depth analysis with background material. They deal with what's *new*, not what *is* or *was*. This does wonders for the