

impart new, unfamiliar, necessary though difficult information, CLICK goes the listener, looking for (and being able to find) something that tickles the palate more. The gimmick rather than the message is what we are trained to look for. How appealing are your subjects? Your messages?

Commercials Create the Rhythm

We are becoming conditioned to expecting breaks in any communication every eight to nine minutes. Information—hard or soft—is delivered in bite-sized pieces, and we've learned to expect to get off the hook in predictable segments and much more often during the news. Who's going to sit through *your* half-hour presentation without wanting a trip to the refrigerator?

Information Is Automatically Considered Boring

We now automatically know what our society deems "prime." We are told what information appeals only to a very small, select audience by what is programmed during the best—the "prime-time"—viewing hours and what is served up when most folks are sleeping or out. "Fact shows" (documentaries, public affairs, serious interview shows) are relegated to no-man's-land or public (read "egghead") television.

And what's "prime?" Generally anything that says entertainment and escape. This conditions us to expect to be bored by heavy water and serious subjects—the usual fare of business meetings—and to look for the automatic kick and pace that television has trained us to expect. Important information—and a major challenge for anyone who has to present or discuss facts and numbers. . . .

Individual Imagination Is Buried

Visualizing music on MTV gives another message about how we have learned to process data now. Rather than letting sound into each head and allowing unique, personal visions to develop (remember radio?), we now show that consensus, not individual vision, is the goal. The subconscious message given is that our imaginations can't, or won't, come up with visions on their own and that we need spoon-feeding.

This conditioning can discourage unique opinions and the desire to discover and explore. It can dampen our natural ability to imagine. Not good news for those who need to teach, explain, or present another point of view. Further, it increases our anxiety level about doing anything different than the norm or being out of step with our neighbors. How