

## **PLAIN-SPEAKING POLLIES REFRESHING**

I agree with Leo D'Angelo Fisher's comment ("Signs of life in a political desert", *BRW*, March 3) that "whether in business or politics, never has so much language been employed to say so little".

Leave aside the agenda a person has in preparing and delivering a spoken message and the underlying message/impression that a business leader or politician wants to leave in the minds of the audience:

1. Speaking in simple sentences (As Paul Howes did with his "You don't own this government." "You don't own this country any more", statements) versus complex sentences with qualifying phrases, etc.

2. Omitting needless words, as William Strunk jnr and E.B. White advise in their classic book, *The Elements of Style*, and

3. Projecting energy and certainty through your voice, face and body, are fundamental to powerful, effective spoken communication.

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