

MAKING THE MOST OUT OF YOUR WORDS

Getting the full value out of every word you speak is important if you wish to be a great speaker. Choose your words carefully, with intent to convey your chosen message. Avoid superfluity and redundancy. As a rule, the more economical your language, the more powerful your message. Try to avoid:

REDUNDANT WORDS

The challenge is familiarity and force of habit. The more we hear certain word combinations, the more acceptable they begin to sound. We begin to use these combinations without thought. The English language is rich in words with many choices that allow us to convey nuances of meaning. The words we choose are important and we should be careful not to slip into lazy speech patterns. The problem with having such a plethora of choices is that we often use too many words rather than only using the words we need to convey a message. Here are a few examples of redundancies:

Final conclusion
Free gift
Honest truth
Future plans
Revolve around
Stand up
Each and every
Any and all
One and only
Start over again
Join together
Null and void
Difficult dilemma
Cease and desist (legal)
Filled to capacity
Empty space

INDIRECT STATEMENTS

If you are not happy, you're unhappy. Try to make direct statements instead of indirect ones. A simple rule is to avoid the word "not" except when it is appropriate, for example when employing vernacular or when you're speaking a particular dialect for effect.

Instead of: I am not pleased with the results.

Say: I'm displeased with the results

Instead of: The painting is not complete.

Say: The painting is incomplete

The beauty of language is revealed through stripping everything that is not necessary to meaning. Think about what you want to say and say it simply.