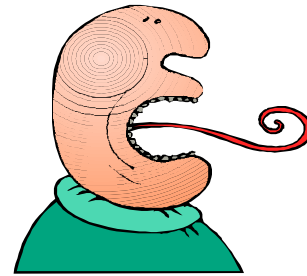


Conveying Your Message with Vocal Variety

Dr. Albert Mehrabian, a professor and researcher at UCLA, reported that only 7% of any message is communicated through words! 38% of a message is relayed by our *voice* ! (55% is conveyed by our non-verbal body language).

Vocal Variety is use of:

- Volume (loud/soft)
- Pitch (squeaky/low)
- Rate (fast/slow)
- Pauses
- Repetition
- Accenting of words or sounds



Vocal Variety can convey:

- Enthusiasm/boredom
- Pleasure/pain
- Sincerity/sarcasm
- Happiness/sadness

Psychologists and physicians are trained to listen not only to words, but to voice. The voice is a reflection of what is going on inside of us! Why not use the voice to enhance what is going on in your next speech!

Things to Consider

- If you think you don't have vocal variety, listen to yourself when you talk about your pet peeve, favorite activity or passion. Chances are you are quite operatic!
- Pauses go a long way. Use them instead of "and," "er," and "um." One Gallop Poll reveals that vocalized pauses annoyed 69% percent of people surveyed. Use pauses immediately after you've made a point, shared a story, cracked a joke, or forgotten what you were going to say next!
- Watch your RATE of speech. Biggest culprit of effective speaking is speaking too fast. Gallop Poll reveals that talking too fast annoys 55% of people surveyed. Slowing down can improve a speech 100%.
- Emphasizing a few words or sounds adds interest and emphasis to your message.
- Repetition is very effective for message retention and adds rhythm to a speech