

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.
New York, New York 10017

186 WORDS, 60 SECONDS

BUSINESS NEWS AND NOTES

EXPERTS AGREE THAT COMMUNICATION IS KEY TO SUCCESS, NO MATTER WHAT YOUR LINE OF WORK. ONE OF THE FIRST STEPS TO BECOMING A BETTER COMMUNICATOR IS BEING MORE SELF-AWARE SO THAT YOU CAN BETTER UNDERSTAND THE SITUATION, YOUR AUDIENCE AND YOUR ROLE IN THE CONVERSATION. THAT'S THE WORD ACCORDING TO DOCTOR ANNIE SHIBATA (SHE-BAH-TA), FACULTY MEMBER IN WALDEN UNIVERSITY'S B-S IN COMMUNICATION PROGRAM. IN ORDER TO BECOME MORE AWARE OF WHAT YOU ARE TRYING TO COMMUNICATE AND HOW YOU ARE GOING ABOUT IT, DOCTOR SHIBATA SUGGESTS THAT YOU ASK YOURSELF WHAT ACTION, INFORMATION OR COMMITMENT YOU WANT AS A RESULT OF YOUR COMMUNICATION—BOTH NOW AND IN THE FUTURE. SHE BELIEVES GREATER AWARENESS OF VARIOUS FACTORS, SUCH AS CULTURAL DIFFERENCES THAT MAY EXIST WITHIN YOUR AUDIENCE, CAN PLAY A ROLE IN HOW YOUR MESSAGE IS RECEIVED. DOCTOR SHIBATA ALSO CONTENDS THAT HOW YOU SIT OR STAND, YOUR FACIAL EXPRESSIONS AND HOW YOU'RE DRESSED CAN ALSO ADD TO OR DETRACT FROM AUDIENCE RESPONSE TO YOUR MESSAGE. FOR MORE TIPS ON BECOMING AN EFFECTIVE COMMUNICATOR, VISIT [W-W-W--DOT--WALDEN-U--DOT--EDU--SLASH--SUCCESS](http://www.walden-u.edu/success).