

Connect with us



GET PR INDUSTRY ALERTS

Email Address...

SIGN ME UP

LATEST ISSUE

How to Build the New, Trusted VW: 4 PR Views

MORE »

SUBSCRIBE NOW »

» Register Today for the Social Media Summit - Oct. 5 in NYC «

Cadence & Cues: Characteristics of Communication Styles

by PR News | 10/03/2011

0

Familiarity with communications styles will help you reformulate messages in terms that are natural to your specific spokesperson, says Joanne Y. Cleaver, president of **Wilson-Taylor Associates**. "Listen between the lines for cadence, vocabulary and communication cues," says Cleaver, who offers the following style checklist:

Cadence: *What is the spokesperson's natural rhythm of speech?*

- Slow/deliberate/careful/precise
- Motormouth/self-interrupting
- Short/concise/clipped
- Folksy/languid

Anecdotes: *How does the spokesperson use stories?*

- Openers or icebreakers
- Tied to current events
- To illustrate key points
- To underscore the emotional impact or connection with a customer, employee or stakeholder

Verbs: *What kind of verbs does she use?*

- Academic/cerebral
- Power/sports/weather/physical forces
- Playful/poetic/punny
- Domestic/homey/family

PR News subscribers can read more about speaking and communication styles in: "[Create Compelling Messages by Helping Your Experts Find Their Voices.](#)"

Like 0

0

YOU MIGHT ALSO BE INTERESTED IN:

- [How a 60-Year-Old Brand and its Agency Partner Built a Twitter Following](#)
- [How to Turn 'Nice to Know Data' Into Actionable Insights](#)

- [3 Tools and Techniques to Prove the Value of Social Media](#)
- [What to Do When the Pope Plugs Your Brand? Stay the Course](#)
- [Use These 6 Metrics for an Unbeatable SEO Strategy](#)

Comments Off

Deals of the Week

Get \$150 Off PR News' Social Media Summit

Join PR News at the Marriott Marquis in New York on Oct. 5 for the Social Media Summit, where expert communicators will share in-depth case studies from their social efforts. You'll be immersed in the strategies and tactics that you can apply right away.

Use code **"150"** at checkout to save \$150 on the regular rate.

Get \$50 off PR News' Crisis Management Guidebook



Crisis management is an art, not a science. In this edition of PR News' Book of Crisis Management Strategies & Tactics, you will discover many different views on this art, and you are certain to find takeaways that will transform the way your organization handles crises.

Use code **"50off"** at checkout.

Save \$100 on a PR News Subscription



Let PR News become your weekly, go-to resource for the latest PR trends, case studies and tip sheets. Topics covered include visual storytelling, social media, measurement, crisis management and media relations.

Use code **"SUBDEAL"** at checkout.

CUSTOMER CENTER

[PR News Premium Subscribers](#)
[Manage My Account](#)

[Not a Subscriber?](#)
[Subscribe to Free eLetters](#)

[Help & Information Center](#)
[Website Access](#)

[Shop](#)
[Account Access/Check Orders](#)

GO TO

Areas

[Advertise](#)
[E-Letters](#)
[Events](#)
[Guidebooks](#)
[Jobs](#)
[PR News Blog](#)
[Privacy Policy](#)
[The Lists](#)
[Twitter Directory](#)
[Water Cooler](#)
[Webinars](#)

Topics

[Corporate Responsibility](#)
[Crisis Management](#)
[Digital PR](#)
[Internal Communication](#)
[Measurement](#)
[Media Relations](#)
[Media Training](#)
[Nonprofit PR](#)
[PR Insiders](#)
[Research](#)
[Social Media](#)

Shopping

[Store](#)
[PR Press](#)
[Webinars](#)
[Events](#)

CONNECT WITH US

Advertise

[Online & Newsletter](#)
[Sponsorships](#)

Social Media

[Facebook](#)
[Google+](#)
[LinkedIn](#)
[Pinterest](#)
[Twitter](#)

Learn more

[About](#)
[Contact Us](#)

Sister Sites

[Cablefax](#)
[Synopsis](#)
[Studio](#)
[min](#)
[Folio](#)
[Event Marketer](#)

