

Louder Than Words?

people use clothes as a means of — Valley Times Herald
 in others. (See number 5.) — By John F. Gibson

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tended to position themselves
 slightly farther away from the
 person they were speaking to.
4. False. Doing it this way
 causes hard feelings, makes ene-
 mies unnecessarily, and can
 produce a very unpleasant sit-
 uation. But there is a simple,
 tested method for cutting ob-
 noxious characters down to
 size and keeping bores and
 pests from making a nest in
 your hair. It's called the "de-
 layed response" technique.
 Here's how it works: When a
 pest stops by your office desk
 and says "Hello," you simply
 allow a little more time than
 usual to elapse before you re-
 spond to his greeting. You an-
 swer in your usual tone of
 voice, and may even throw in
 a smile. He feels greatly re-
 lieved. For a brief moment your
 delay made him feel uncom-
 fortable and at a loss—as any
 man does when he thinks per-
 haps he's been cut dead and
 isn't going to be answered at all.
 Your smile and greeting have
 reassured him. But after a few
 doses of this technique, his ego
 will begin to feel it, and he'll
 give you a wider and wider

berth, without really knowing
 why, except that he feels more
 comfortable that way. The se-
 cret in using this method is to
 delay your response for just the
 right period: long enough to
 cause the person to feel just a
 bit uncomfortable, but not long
 enough for him to realize what
 you're doing to him.

5. True—but with a catch. Psy-
 chological studies at Britain's
 University of Newcastle have
 demonstrated that people use
 clothes to tell others what they
 want them to believe about
 them. Sometimes the "mes-
 sages" are valid and help clue
 others in on the kind of person
 the wearer is. But sometimes
 the "message" is completely
 misleading, as with a quiet,
 mousey girl in a daring mini-
 skirt, or a dull fellow in a sharp
 suit. In such cases, the wearer
 is *not* trying to tell others what
 he's *really* like, but is seeking
 to communicate his ideal self-
 image.

ific Analysis": "By his behav-
 ior, the laughter unconsciously
 or consciously, can convey a
 great number and variety of
 messages to his fellows."

3. False. Psychologist Albert
 Mehrabian has made a study

which shows that people unwit-
 tingly give themselves away
 when they're trying to stretch
 the truth or "sell someone a bill
 of goods." Experiments showed
 that when subjects were being
 deceitful there were subtle

"exhibited more pleasant facial
 expressions," smiled more, etc.
 (as though to both reassure
 their listener and mask their
 own nervousness or tension).
 They nodded and gestured less,
 talked less, spoke more slowly