Sound Strategy —
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your optimum pitch, but if you speak too loudly you'll sound aggressive, which might not be appropriate for what you're saying.

The important feature of volume is appropriateness. How loud or how soft you speak must be appropriate to what you are saying and how you look. Your voice and your image must go together. Speaking loudly is an indication of nervousness, anxiety and even hostility. When the volume goes up, we hear anger or frustration. Often it is used as a tool for interruption, excitement, enthusiasm, fear, authority, aggression, assertion and confidence. Turn down the volume to express sympathy, concern and understanding.

Pause

Pause is the third quality you can use to help you project your targeted image. Pause is an extremely valuable tool for stressing different points in your message. The pause gives people time to react to what you are saying. Pausing strategically can change the entire perception people have. Use—but don’t overuse—the strategic pause.

Intonation

Intonation is the final element in voice language. Your intonation wraps up pitch, loudness and pause into a total package that conveys your message with authority. If a speaker ends each sentence with an upward inflection, we get a picture of someone who is insecure or not confident. It makes us question what’s being said.

Use intonation that reflects your inner feelings to give strength to what you’re saying and to the image you leave with your listeners.

There is a standard in vocal language that can get you what you want. Your sound strategy is to develop a tone that’s appropriate to the goals you’re trying to achieve. Consciously choose a strategy for your sound, and change that sound by employing variables of pitch, volume, pause and intonation.