

How to communicate your messages effectively

Effective communication





Effective communication

Who am I talking to?

What's most relevant to you?

The way that journalists think

Simon Crompton

Andrew Marvell: Poised or Cryptic?

At the end of his essay on Andrew Marvell, T.S. Eliot says that he has "potently failed to define" that "modest and impersonal virtue" within the poet that makes him "something precious and needed and apparently extinct". Nevertheless, throughout his essay, Eliot does try to define this individual "quality". It is this same quality, this "impersonal virtue" that J.W. Newton attempts to define in his essays "What do we know about Andrew Marvell?"

Whereas Eliot sees Marvell's "distancing" - his reluctance to be committed - to be a sign of great sophistication, ^{in feeling} much in the ^{European} tradition of Ovid, - "a recognition, implicit in the expression of every experience of other kinds of experience which are possible" Newton equates this "poise" not with any richness in "shades of feeling" to contrast and unite ^{with} but to a complete detachment and enigmatic superiority within Marvell. Newton makes out that contrary to Eliot, Marvell is not being "reasonable" but confidently single-minded - a single-mindedness to put forward ^{of dramatic negative or self-defeating states} essentially negative ideas. Newton concludes that perhaps Marvell has

THE  TIMES**Living your life to the full, while undergoing cancer treatment****Cordelia Galgut** Naomi Goggin for the Times**Simon Crompton**
April 9 2011 12:01AM

After diagnosis it can take time to adjust to the ‘new normal’. For some people it is a chance to reassess their life

People with cancer used to be called “brave”. For the two million people in the UK living with the disease — for years or even decades — it is simply a matter of fact. More people are surviving longer with cancer because of improving treatments: some will be cured, some will go through lengthy treatments, some will have incurable cancer controlled for long periods. Today, 1 in 20 people lives with cancer, and Cancer Research UK says that the number is rising by 3 per cent a year.

Mark Travis, a teacher trainer from Cornwall, calls it “the new normal” — echoing the phrase used by the writer Siddhartha Mukherjee in his book urging the world to learn to live with, rather than fight, cancer (*The Emperor of All Maladies*, Fourth Estate). Travis, whose aggressive prostate cancer was diagnosed two years ago at the early age of 48, has found that life has settled down into a reasonably settled state that, if not perfect, offers some improvements on his “old normal”.

The way that journalists think

Cardiac Sarcoma

What is cardiac sarcoma?


Cardiac sarcoma is a rare type of tumor that occurs in the heart. Cardiac sarcoma is a primary malignant (cancerous) cardiac tumor. Tumors are considered to be either primary tumors or secondary tumors. A primary cardiac tumor is one that starts in the heart. A secondary cardiac tumor starts somewhere else in the body and then spreads to the heart. In general, primary tumors of the heart are rare, and most are benign (noncancerous).

More Information About Sarcoma from Johns Hopkins Medicine

Sarcoma Treatment: Answers from Oncologist Carol Morris

A sarcoma diagnosis can be scary. Learn about sarcoma treatment options and prevention of sarcoma recurrence from an expert at the Johns Hopkins Sidney Kimmel Comprehensive Cancer Center.

[Read more](#)



What are the symptoms of cardiac sarcoma?

The symptoms of heart tumors will vary, depending on the location of the tumor. Tumors of the heart may occur on the outside surface of the heart, within one or more chambers of the heart (intracavitary), or within the muscle tissue of the heart.

Cardiac sarcomas, most frequently, are a type of sarcoma called angiosarcoma. Most angiosarcomas occur in the right atrium resulting in obstruction of the inflow or outflow of blood. This obstruction may cause symptoms such as swelling of the feet, legs, ankles, and/or abdomen, and distension of the neck veins, because the blood coming back to the heart after traveling through the body cannot easily enter or be pumped out of the right atrium.

Cardiac angiosarcomas that occur on the pericardium (the thin sac that surrounds the heart) can cause increased fluid inside the sac. If enough fluid accumulates within the pericardial sac, the heart's ability to pump blood is affected. Some signs of this occurrence may include chest pain, shortness of breath, fatigue, and palpitations.

Tiny pieces (emboli) of cardiac sarcomas may break off and travel through the bloodstream to other parts of the body. An embolus may block blood flow to an organ or body part, causing pain and damage to the organ or body part that lies beyond the point at which the blood flow is obstructed. Emboli can affect the brain (causing a stroke), the lungs (causing respiratory distress), and/or other organs and body parts.

Additional symptoms can include hemoptysis (coughing up blood), heart rhythm problems, and upper facial congestion. Other signs of cardiac sarcoma not related to the location of the tumor in the heart may include fever, weight loss, night sweats, and malaise (fatigue, tiredness, or "not feeling well").

The symptoms of cardiac sarcoma may resemble other cardiac or medical conditions. Always consult your doctor for a diagnosis.

How is cardiac sarcoma diagnosed?

The methods for diagnosing cardiac sarcoma vary, to some degree, based on the symptoms present. In addition to a complete medical history and physical examination, diagnostic procedures for cardiac sarcoma may include the following:

- **Echocardiogram (also known as an echo).** A noninvasive test that uses sound waves to produce a study of the motion of the heart's chambers and valves. The echo sound waves create an image on the monitor as an ultrasound transducer is passed over the skin over the heart. Echocardiography has become the most useful tool in the diagnosis of cardiac sarcoma, allowing the doctor to see the exact size and location of the tumor. Transesophageal echo is a type of echo that involves using a flexible tube with a transducer at its tip. This tube is guided down the throat and esophagus. This allows for more detailed pictures of the heart since the esophagus is directly behind the heart.
- **Electrocardiogram (ECG or EKG).** A test that records the electrical activity of the heart, shows abnormal

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'I never thought I'd plan my funeral at 21': Singer who performed for Obama is given 5 months to live from rare heart cancer years after doctors dismissed her chest pains as harmless

- Destinee, 21, was diagnosed with cardiac sarcoma in 2014
- Cardiac sarcoma is a rare type of tumor that occurs in the heart
- When she collapsed during a 2011 high school performance doctors gave her pain medication and sent her home
- In 2014, she started vomiting blood before a class at college
- Doctors discovered her heart was enlarged and there was a tumor inside of it
- She has been given five more months to live, and is warning other young people not to miss the warning signs

By JALEESA BAULKMAN FOR DAILYMAIL.COM
PUBLISHED: 13:54, 30 January 2018 | UPDATED: 10:52, 31 January 2018

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DON'T MISS

▶ Adjö Sweden, hallo Norway! Duke and Duchess of Cambridge are met by Crown Prince Hakon and Princess Mette-Marit in snowy Oslo



▶ 'I pretended it didn't happen!' George Shelley fights back tears as he admits he was close to a downward spiral after the tragic death of sister



The way journalists think



The dream

- We are diligent
- We give something time if it's worth it
- We are interested in other people

The way journalists think



The reality

- We're lazy
- We haven't much time
- We have a limited attention span
- We pay most attention to things that involve us

Effective communication: exercise

- Skills you already have
- An act of awareness

Communication exercise

Explain something complicated in 3 minutes

How a car engine works

What causes the seasons to change

Cell metabolism

The immune response

How to get from your house to the closest airport

How to make your favourite dish

Communication exercise

1 minute to think about it

3 minutes to explain

3 minutes to discuss what you did and whether it worked

Total task time: 7 minutes

Communication exercise

Explainer

Must make the listener understand

Listener

Must genuinely understand

Both

Must observe what techniques are being used to explain,
and what works

Communication exercise feedback

What techniques did you use?

Communication exercise feedback

What techniques did you use?

- Hand gestures?
- Drawing?
- Simile/metaphor?
- Analogy?
- Zooming in and zooming out?
- Examples?
- Personal experience?

Communication exercise feedback

Examples at this conference?

- Stories
- Analogy
- Personal experience
- Making big statements first
- Visual tools

Communication exercise feedback

Journalists use these as well in:

- The order they write their stories
- Using case studies
- Making it personal
- Making it relevant to reader
- Explanatory diagrams

Communication exercise feedback

THE  TIMES

It's not just the Big Four: rare cancers are more common than you think

July 10 2012, 1:01am,
The Times



Judy Dewinter has myeloma, a rare form of bone marrow cancer
TIMES PHOTOGRAPHER, BEN GURR

Myelodizzy what? No one in America, apart from those who had treated, studied or experienced it, knew about a rare blood cancer called myelodysplastic syndrome (MDS) — until last month. That was when Robin Roberts, popular host of ABC's *Good Morning America*, tearfully announced to the nation that she was undergoing treatment for the condition, and would be out of action for a while.

Communication exercise feedback

All of you used:

- Tools to engage and help understand

Communication exercise feedback

All of you used:

- Tools to engage and help understand
- Targeting information at the listener

Targeting your message

Communicating with doctors

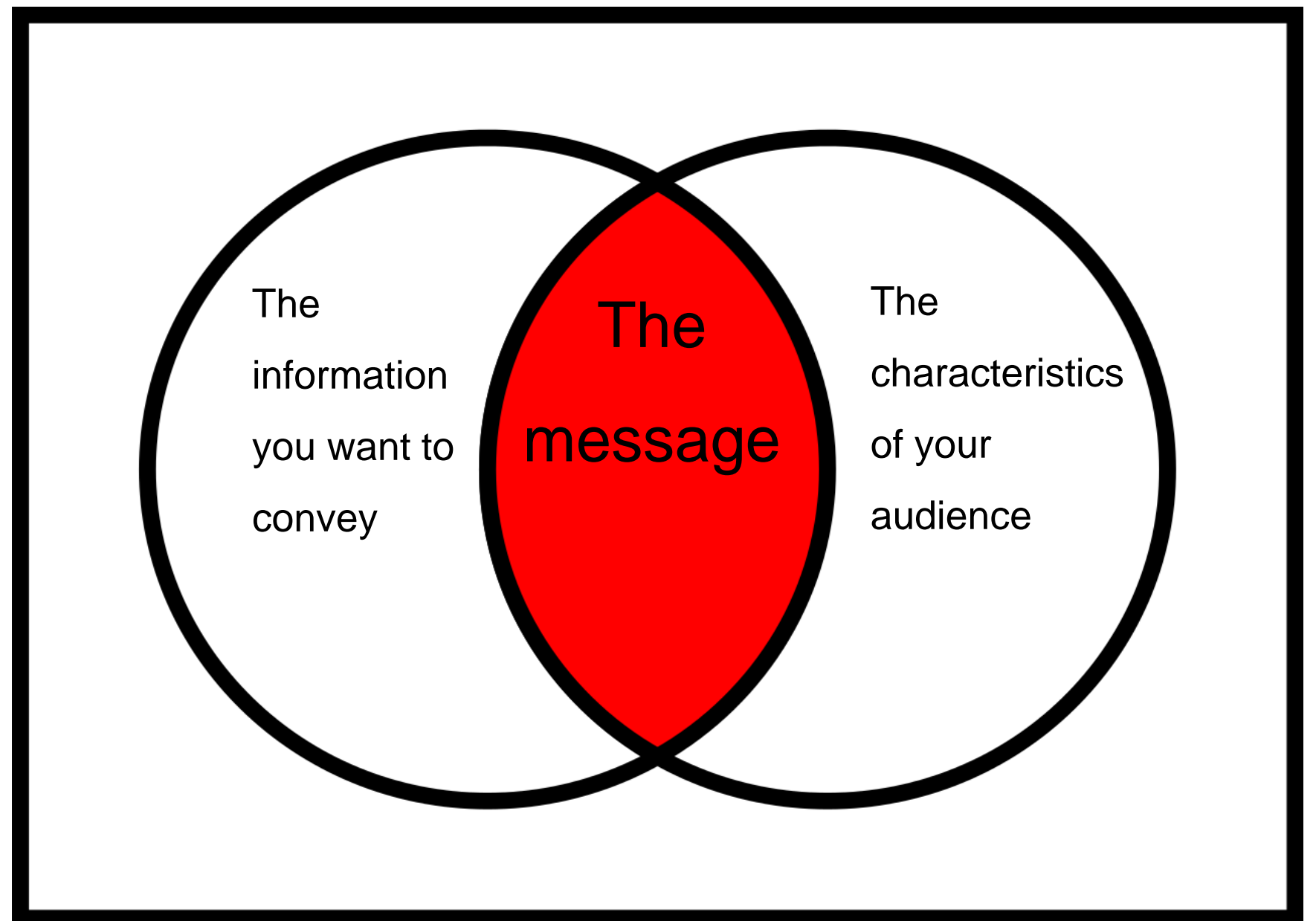
“Scientists often tell us that at meetings in their own field, they don’t understand 60%-80% of the lectures they hear.”

Elizabeth Bass

Director Emerita of the Alan Alda Center for Communicating Science,
State University of New York

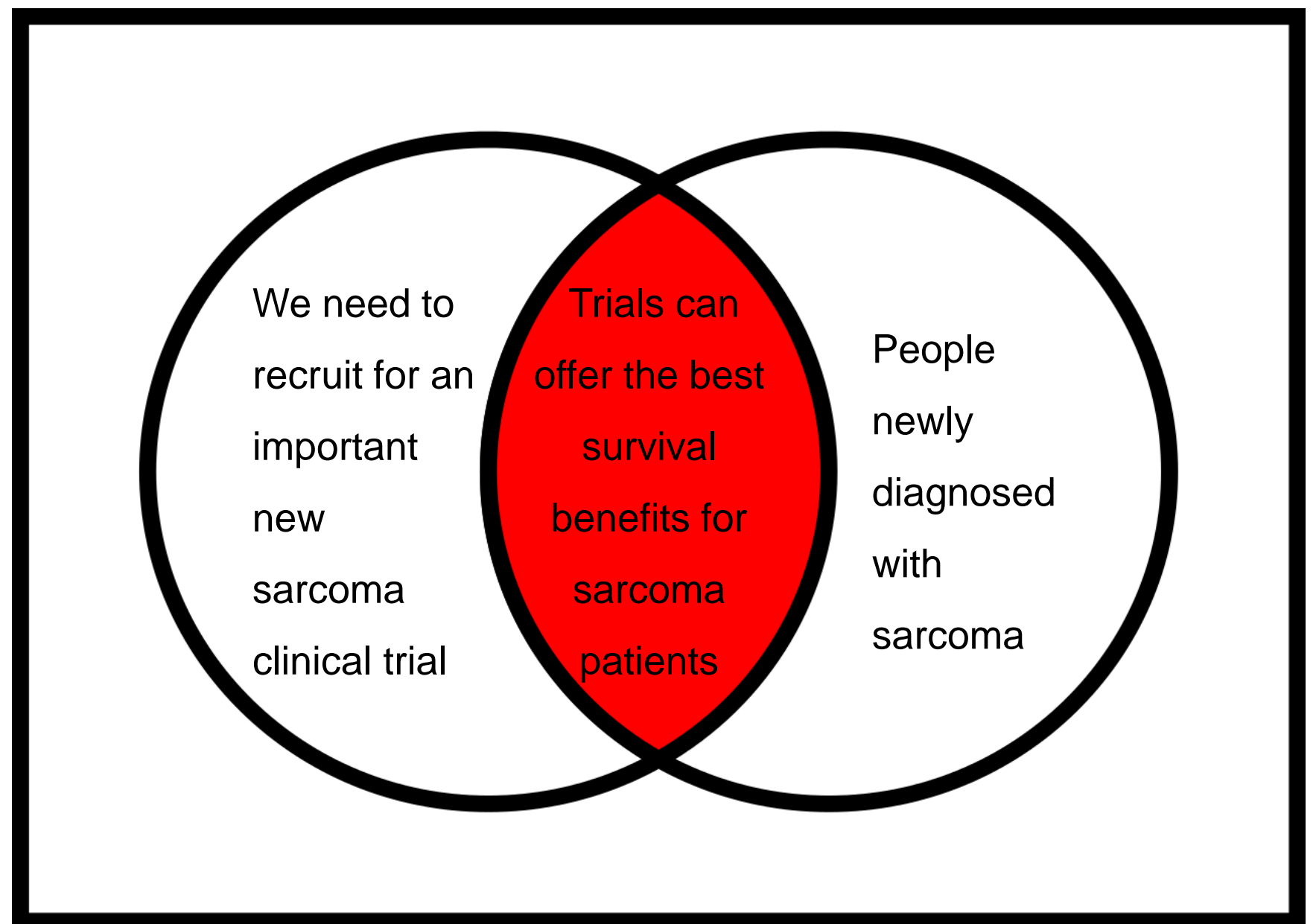
Targeting your message

The message



Targeting your message

The message



Targeting your message

How to create your message

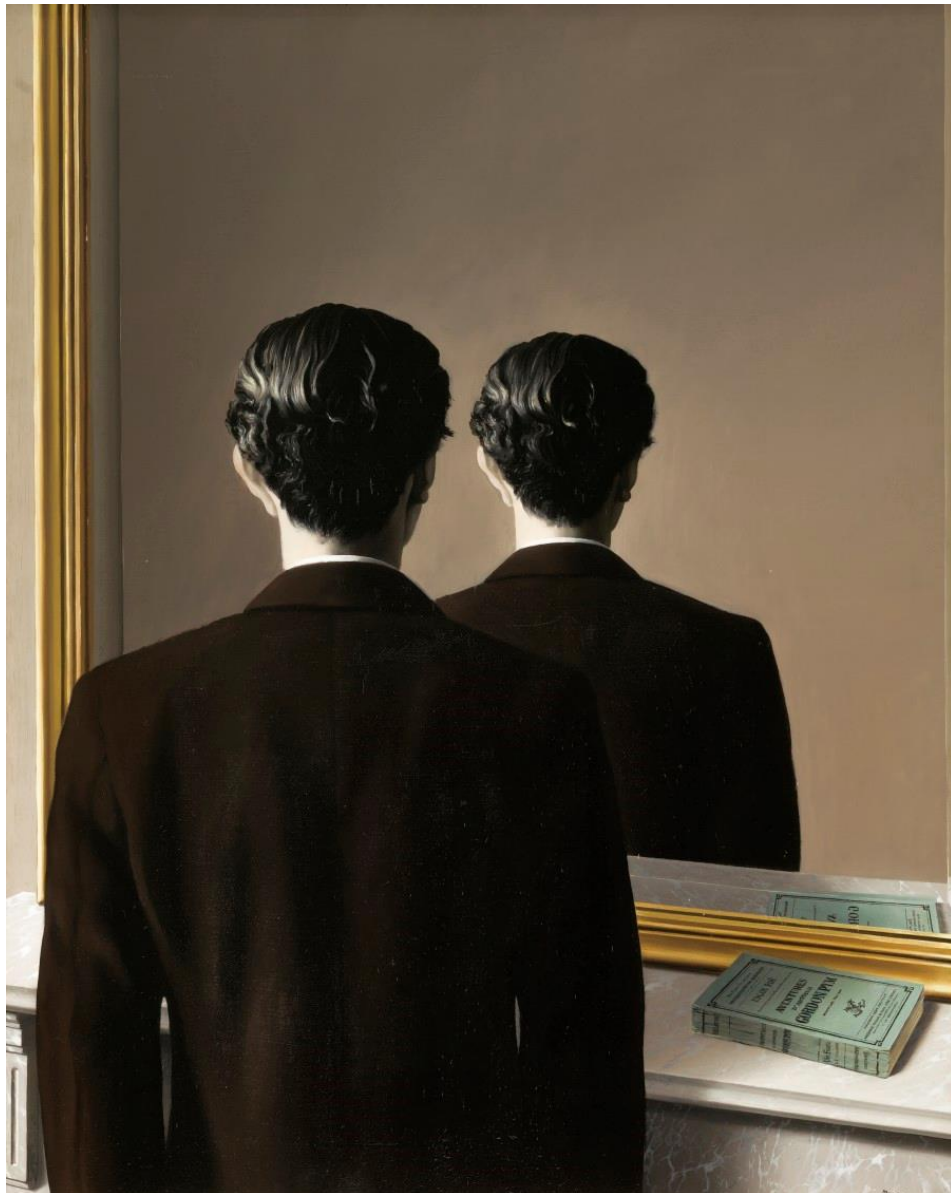
- Focus on the points that matter most to **you**
- Convey why it matters to **them**
- Use communication tools
- Keep your language appropriate
- Prepare

Targeting your message

Shortcuts

- Be aware of your audience
- Put yourself in their head
- Imagine you are talking to an individual

Principle 1



Look at yourself

Look at others



Principle 2

Put on your communications hat

Principle 2



Your expert hat

Principle 2



Your communications hat

Principle 2



Conclusion

