

## The Power of Words in Communicating Effectively

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**Abstract:** Words are the keys to the heart. Beautifully crafted words have the power to captivate the mind of anybody. A sweet-tongued man is loved by one and all. Audience is always attracted towards those who can speak efficiently and effectively. Wisdom is knowing when to speak your mind and when to mind your speech. Words have the power to heal broken hearts and make dreams come true. They have the power to make someone feel better about themselves. They also have the power to break hearts in the first place and to keep dreams from coming true. And of course they have the power to tear someone down completely and cause them to feel completely worthless. Words have the power to both destroy and heal. When words are both true and kind, they can change our world.

**“Language (n): The music with which we charm the serpents guarding another's treasure.”** Ambrose Bierce.

Have you ever taken the time to think about just how powerful and effective words are? Words are important elements of oral communication. They help us communicate to others our beliefs, opinions, sentiments and experiences. Words used determine what we receive, how we think, and the accuracy with which we communicate these thoughts and feelings. In oral communication, meanings are relayed or affected by the way we say the words, by the tone of our voice, and by our body movements. Yet, the words themselves must mean the same thing to the listener that they do to the speaker if we want to achieve effective and accurate communication (Gutierrez). The words you speak can have a profound effect on the people they reach so *effective communication involves carefully chosen words*. Are you encouraging or discouraging? Words are continuously propelling us through life. They lift us up, drag us down, wound us deeply or heal our hearts. Words have the power to break confidences, build life long alliances or start wars (Jane).

*Words have set whole nations in motion...Give me the right word and the right accent and I will move the world.* Joseph Conrad

Words can inspire us to greatness; they enable us to share our deepest feelings with one another. Words can change us as individuals. When used with care, they can change the world around us. Choose to use your words to encourage and uplift. Choose them with wisdom and love (Jane).

**“Few things in the world are more powerful than a positive push. A smile. A word of optimism and hope.”** Richard M. DeVos, billionaire businessman

Words are of different kinds, affecting and influencing our life beyond our expectations. Sometimes, we fail to grasp their true power and how they affect our lives (Subhpoto 2009). Speaking comes to most people as naturally as breathing. On many occasions our words are uttered without conscious thought; in fact we rarely stop and think about what we are saying. Thousands of words pour out of our mouths each day as our thoughts, opinions, judgements and beliefs are freely expressed. Often, however, we are oblivious to the positive or negative effect these words have on ourselves and the people around us. At times we find it so difficult to refrain from saying words we know will only harm. We have to think carefully before we let them go (White 2005).

*“The real art of conversation is not only to say the right thing at the right time, but to leave unsaid the wrong thing at the tempting moment.”* Dorothy Nevill

**“By words we learn thoughts, and by thoughts we learn life.”** Jean Baptiste Girard

Words can reveal thoughts, conceal pain, paint dreams, correct errors, and pass along dearly bought lessons to the latest generation. Words can transport knowledge from the past, interpret the present, and speak to the future. Words can build walls between people, or bridges. Words can tear down or build up, wound or heal,

tarnish or cleanse. The ability to use words can endear you to your fellows, win them to your side, and enable you to rise to heights you may now only dream of (Griessman 2007).

**“Words are potent weapons for all causes, good or bad.”** Manly Hall

Using proper words in communication is a skill. It is the skill of communicating. It is a skill to cloth beautiful words in fitting words. It is the ability to use fitting words to captivate an audience. We should be mindful of the word that comes through our tongue. Poorly chosen words can kill enthusiasm, impact self-esteem, lower expectations and hold people back. Well chosen ones can motivate, offer hope, create vision, impact thinking and alter results. Select words that create a visual of the desired outcome; and choose each word as if it mattered. If you want better results check your words because positive words produce positive results (Russell 2004).

**"Words are, of course, the most powerful drug used by mankind."** Rudyard Kipling

The greatest power a man possesses is words. There is nothing that can compare to the power and the impact of words. Putting in mind that the use of a single word can create a big impression or the other way around. So know your words.

They stimulate, inspire and motivate us to use our energy to the fullest to gain maximum. Encouraging words can do wonders for us. Our kind words can refresh and energize the people and give them fillip to do great and constructive work, sometimes even beyond their power and capacity. Good words gladden hearts and harsh words sadden and disappoint the listeners. Words of praise and admiration are indeed magical (Subhpoto 2009).

Most of us are unaware of the power of words and their effective use to make the most of them to be successful in our life. We hardly give the words their due importance. We are supposed to have good understanding of the words we use daily in both our written and spoken language. We must try to understand the meaning of words and use them accordingly. When someone asked Confucius the meaning of the word “Virtue”, the sage said: *“Five things constitute virtue. They are courtesy, magnanimity, sincerity, earnestness, and kindness. With courtesy you avoid insult. With magnanimity you win all. With sincerity men will come to trust you. With earnestness and kindness you can achieve success.”* (Subhpoto 2009).

**Kind words can warm for three winters, while harsh words can chill even in the heat of summer.**

Words have immense power to transform our life. What we need is to grasp their power to use them to our own advantage and to improve our relations with the people we come into contact. By using good, soft and pleasant words we can win the hearts of people and get their love, sincerity, devotion and dedication in return. Sweet words can make our world a happy Eden where nothing but love and peace reign supreme (Subhpoto 2009).

Using words and terms that are understandable is wiser over impressive and not so often use ones that are used sometimes to impress and not mean anything to the audiences. Know who your target audiences are (Nodalo 2005).

**Lee Iacocca said: "We can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere".**

Words have tremendous power. Words give out energy and a message which creates a reaction in others. Everything you say produces an effect in the world. Whatever you say to someone else will produce some kind of an effect in that person. We are constantly creating something, either positive or negative with our words. Words of kindness and acceptance will generate a warm and appreciative reaction in a person. That person's response to the words will be stronger because it will have the emotion created by the words attached to it. The power of words has a ripple effect in our life and those around us. We govern the world with words said one successful leader (White 2005).

**"You have it easily in your power to increase the sum total of this world's happiness now. How? By giving a few words of sincere appreciation to someone who is lonely or discouraged. Perhaps you will**

**forget tomorrow the kind words you say today, but the recipient may cherish them over a lifetime." Dale Carnegie**

An important key to success in life is to understand the power of words. A word is a thought eternalized. Our thoughts do have a great effect on us even though they are internal. What we think effects the way we live our life, it effects our emotions, our attitudes and our behaviour. A thought spoken, however, has even more power. It can never be taken back; it is out of our mouth and will have an effect. Our words have even more power than our thoughts because they not only affect ourselves, but the people and the world around us (White 2005).

**"A careless word may kindle strife, A cruel word may wreck a life, A timely word may lessen stress, A loving word may heal and bless."**

Successful people take control of their words, rather than letting their words control them. They are more conscious of their thoughts and words and the power they unleash. Successful people understand that they need to speak positively rather than negatively in order to see success. Successful people are characterized by the words that they speak. They know the importance of speaking words that will build self-esteem and confidence, build relationships and build possibilities. They speak words of affirmation, encouragement, love, acceptance and appreciation (White 2005).

**"Thanks to words, we have been able to rise above the brutes, and thanks to words, we have sunk to the level of the demons."** Aldous Huxley

To see more personal success, the words that we speak need to be in alignment with what we want to see being produced in our life – our vision and our dreams. Your words can determine your destiny. Even more importantly, your words can make a positive difference on the people you interact with every day. Before you speak ask yourself: Is what I am about to say going to uplift the hearer? Will it inspire, motivate, and create forward momentum for them? Will it dissolve fear and create safety and trust? Will I create a positive or negative ripple effect by speaking out these words? Let's be determined to unleash the power of words for positive change (White 2005).

## **Conclusion**

Positive communication is a necessary life skill, an essential part of emotional intelligence, a way to get ahead, and simply a way to be decent to others and words we use in communication can have a powerful hidden influence on our motivation and faith in ourselves. Words can be used to build your own or another's self-confidence. Words have power. Think carefully before you let them go. Words have profound effect. Pearl Strachan said "Handle them carefully, for words have more power than atom bombs."

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