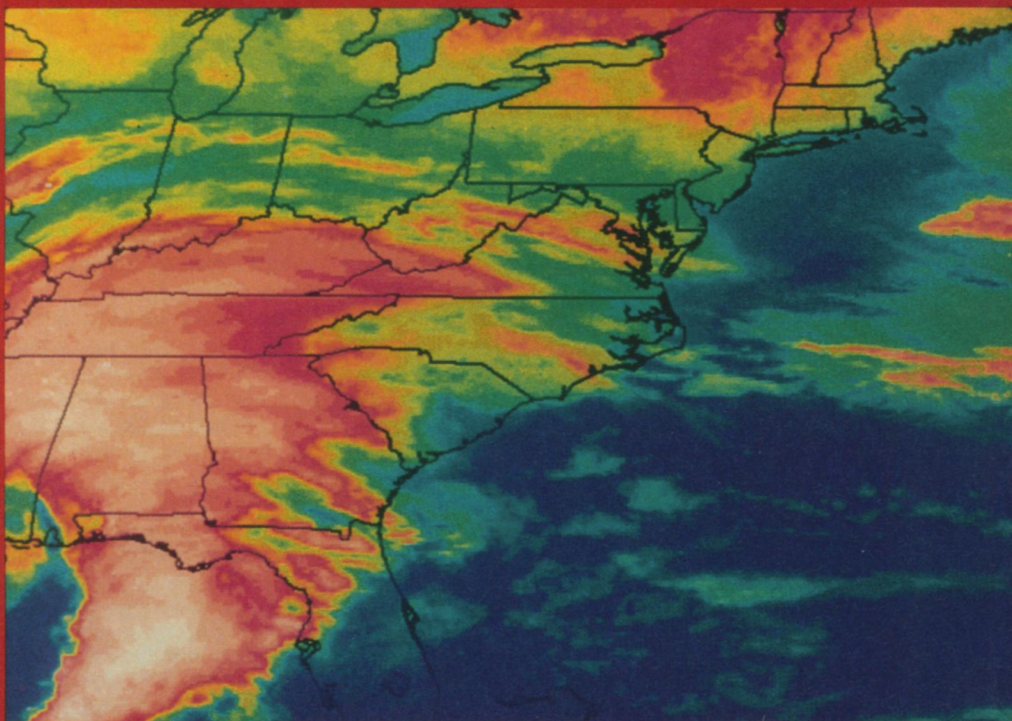


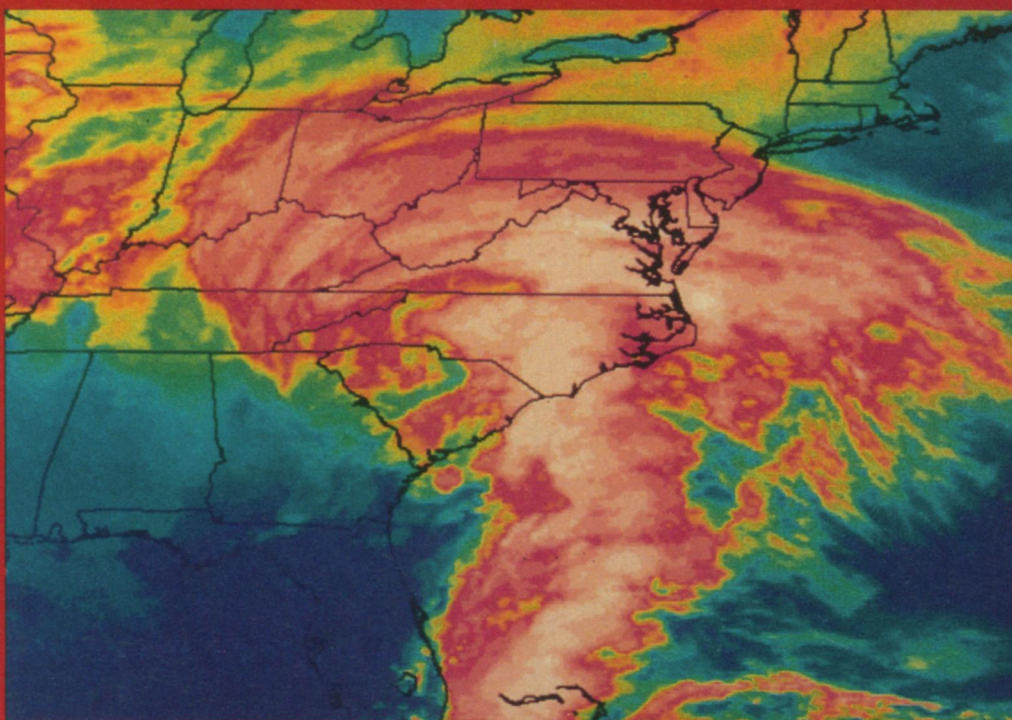
The Weekly Newsmagazine of Science

# SCIENCE NEWS

May 17, 1986  
Vol. 129, No. 20  
Pages 305-320



## Exploding Storms





# How to Become a "Black Belt" in Verbal Self-Defense

For anyone who's ever been pulverized by put-downs, rankled by reproaches, or irritated by insinuations, here's a revolutionary book that devotes itself *completely* to tactics of verbal self-defense. *The Gentle Art of Verbal Self-Defense* teaches you how to defend yourself *diplomatically* in delicate family situations and in the hard-nosed business world. And this book is so thorough and easy-to-understand that you can read it once and become the kind of person everybody admires—the person who stays unruffled during confrontations, who always says the right thing, and who enjoys good relations with everyone.

## Stop Them with a Few Words

This book explains the various ways that people will try to bait you and then it tells you how to *stop* them with a few carefully chosen words. It trains you to defend yourself with a simple eloquence that will subdue your verbal opponents. And it shows you how and when to use blunt honesty, agreement, humor, flattery, and distraction.

## Keep Cool During Arguments

*The Gentle Art of Verbal Self-Defense* also helps you avoid the self-defeating, overly emotional attitudes that many people assume during arguments. Once you've read this book, you'll *never again* lose an argument by being sullen, uncontrollably angry, peevishly defensive, or apologetic. You'll have gained enough savvy not to be thrown by hostile remarks.

## Learn to Handle All Attacks

*The Gentle Art of Verbal Self-Defense* covers all the types of verbal attacks and attackers you're likely to encounter. And it explains both attacks and defenses with helpful features like these:

- The 8 Types of Verbal Attacks  
(and how to fight them.)
- The 4 Principles of Verbal Self-Defense  
(from *knowing* you are under attack to *following through* with your counter-attack.)
- The 5 Personalities & How They Communicate  
(Is your boss a "leveller?" Is your mother a "blamer?" Is your husband a "distracter?")
- Dialogues that Show Effective & Ineffective Defense Strategies
- Instructions on Voice Control & Body Language

These features will teach you how to deal with all types of people, including bullying bosses, backbiting co-workers, guilt-producing mothers, nagging wives, condescending husbands, and many others. And you'll

discover how to counter *all* the varieties of verbal abuse — from subtle put-downs to out-and-out attacks.

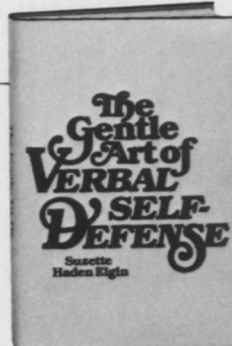
## Save Yourself Years of Mistakes

*The Gentle Art of Verbal Self-Defense* gives you a complete education in communication, an education that will improve the quality of your personal and professional relationships. On your own, it might take you years of trial and error, of fights and misunderstandings, to learn all the lessons of this book. So, why not wise up *now* by ordering your copy of the book today?

*The Gentle Art of Verbal Self-Defense*, originally \$12.95, now costs only \$6.95. And, should you want to return the book, you can do so and have your money refunded with no questions asked.

### About the Author

Psycholinguist Suzette Haden Elgin has presented her innovative self-defense principles in a variety of formats. She has given workshops and seminars all over the U.S., including verbal self-defense sessions for doctors, lawyers, and other professionals. Dr. Elgin has also created a self-defense tape and a training manual for people who teach her self-defense techniques.



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# THE WORLD OF SCIENCE

*Offers 8 to 12 year-old readers as well as interested adults a penetrating and fascinating glimpse into the mysteries and secrets of life – including solving some of the mystery of why dinosaurs became extinct, discovering what reptiles have that we don't and finding out what makes an airplane stay up. Each book is filled with well over 120 illustrations – most of them in color. The language is simple and accessible and thorough glossaries in every volume explain unusual words found in the text.*

**SEAS AND OCEANS** describes in a lively, readable manner just how dependent we are on the world's seas and oceans and answers such questions as: How do fish living in the dark ocean depths hunt? Why are there currents? By David Lambert and Anita McConnell. **A**

**GREAT DISCOVERIES AND INVENTIONS** is designed to make you reflect about some of the things that we encounter every day but take for granted. After an introduction to the history of technology, the authors provide a broad spectrum of information on such subjects as: printing, rockets and lasers. By David Lambert and Tony Osmond. **B**

**INSECTS AND THEIR RELATIVES** presents a broad spectrum of information on insects and their world. Here you will find precise descriptions of the various insect families and answers to such questions as: How do insects hear and see? What role do insects play in the food chain? Why is a spider not an insect? By Maurice Burton. **C**

Have you ever stopped to wonder about how television and radio work, or what makes a magnet pick up metal? Or why some liquids are quite different from others? Or why it is so dangerous if someone stops breathing? Answers to these and many other questions are in **THE INVISIBLE WORLD**. By Ron Taylor. **D**

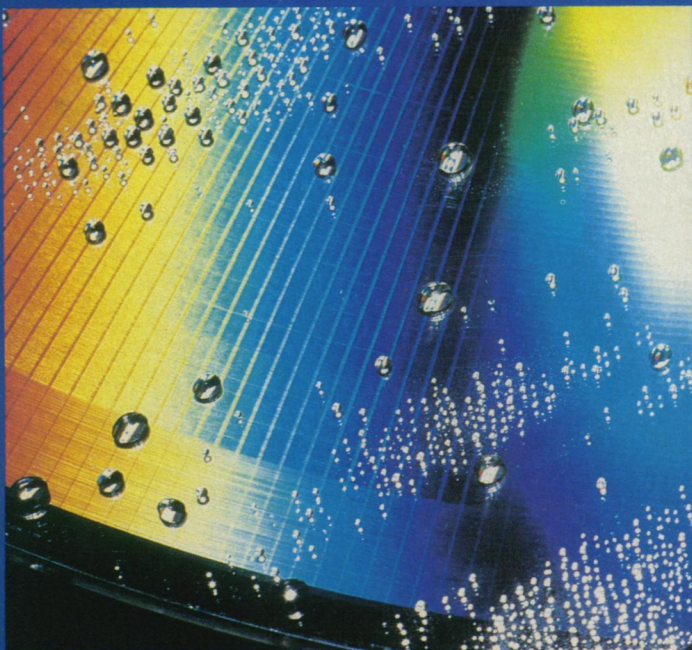
**HOW EVERYDAY THINGS WORK** explains clearly, in words, beautiful illustrations and photographs, the scientific principles behind gears, tires, screws, air conditioners, films, radios, transistors, watches and more. Such basic physical concepts as energy, light, heat, sound waves and electricity are also explored. By Chris Cooper and Tony Osman. **E**

**THE WORLD BEFORE MAN** answers many questions as the authors recount the history of life on our planet. The text, which covers an immense span of time and presents a broad spectrum of information, is enhanced by numerous illustrations — many of them done especially for this book. By David Lambert and Andrew Currant. **F**

**MATHEMATICS** presents a broad spectrum of information on the fascinating world of mathematics, with stress placed upon the relevance of math to modern life. The authors begin by explaining such basic concepts as imaginary, negative and irrational numbers; geometry; algebra; and arithmetic. By Irene Fekete and Jasmine Denyer. **G**

**COLD-BLOODED ANIMALS**, written by a distinguished naturalist, presents a broad spectrum of information on the tremendous number and variety of creatures in the world today that share this characteristic, from tiny microscopic water creatures to huge reptiles. By Maurice Burton. **H**

## GREAT DISCOVERIES AND INVENTIONS



THE WORLD OF SCIENCE

David Lambert and Tony Osmond



**DISEASE AND MEDICINE** explains how and why things go wrong in the body. The authors also discuss the steps that have been taken throughout the centuries to combat illness and disease: from the days of the ancient Greeks by way of 19th-century pioneers of hygiene in medicine to the ultrasophisticated scientific techniques used today. By Irene Fekete and Peter Dorrington Ward. **I**

**HOW DOES IT WORK?** explains clearly, in words and pictures, many aspects of 20th-century technology. The scientific principles behind airplanes, helicopters, hovercraft and rockets, electricity, engines, motors and turbines are explained in a clear, straightforward manner. By Chris Cooper and Jane Insley. **J**

**BIRDS** answers many questions such as why do different birds have different types of beaks? Was the ancestor of today's birds really a flying dinosaur? How do birds lay eggs? By Maurice Burton. **K**

**COMPUTERS: AN INTRODUCTION** discusses the basics of computers and computing; how today's sophisticated machines have developed from crude calculating machines. By Roger Ford and Oliver Strimpel. **L**

**YOUR BODY** describes and explains the functions of the body's systems and elements. Has been designed to answer, in a concise, simple yet scientifically accurate manner, the questions frequently raised by young readers. By Irene Fekete and Peter Dorrington Ward. **M**

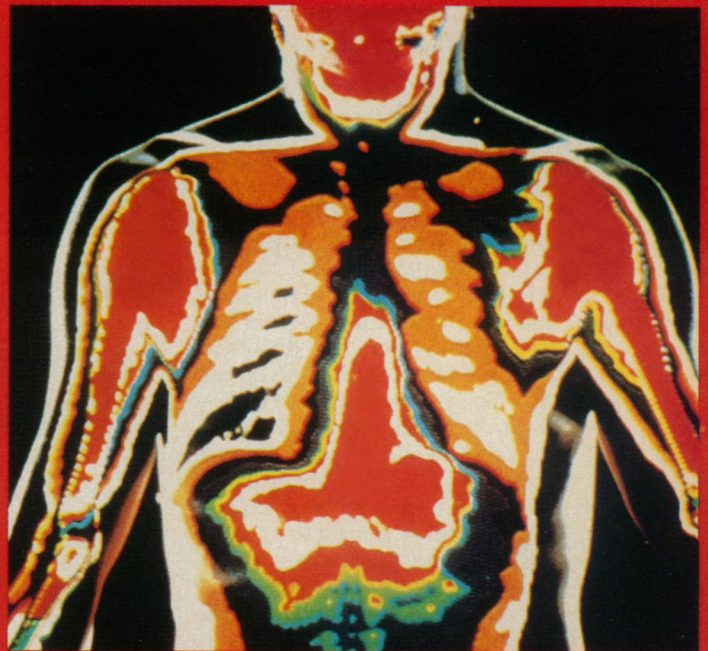
Weather, briefly defined, is the state of the atmosphere in a given place. **WEATHER AND ITS WORK** is about weather-related phenomena that have always engaged our curiosity. By David Lambert and Ralph Hardy. **N**

**PLANTS** tells us that without plants there would probably be no life on earth at all. The authors explain the importance of plants, the different varieties, their life-cycles and habitats. They show how humans have used different plants as food, breeding and developing them to produce better crops and juicier fruits. By David Black and Anthony Huxley. **O**

**THE WORLD BENEATH US** presents a broad spectrum of information as the author explains the formation of the earth and the forces within it that are continually altering its appearance and the position of continents and oceans. Describes the different types of rock, how they were formed and how you can "read" the landscape for clues about the underlying rocks. By Anita McConnell. **P**

Starting with a lively description of the observations of the first sky watchers (the Greeks), **ASTRONOMY** goes on to present an exciting outline of the following topics: the nature and origin of the solar system; each planet in our solar system; asteroids, meteors and comets, the Milky Way galaxy. By Peter Lancaster Brown. **Q**

# DISEASE AND MEDICINE



THE WORLD OF SCIENCE

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