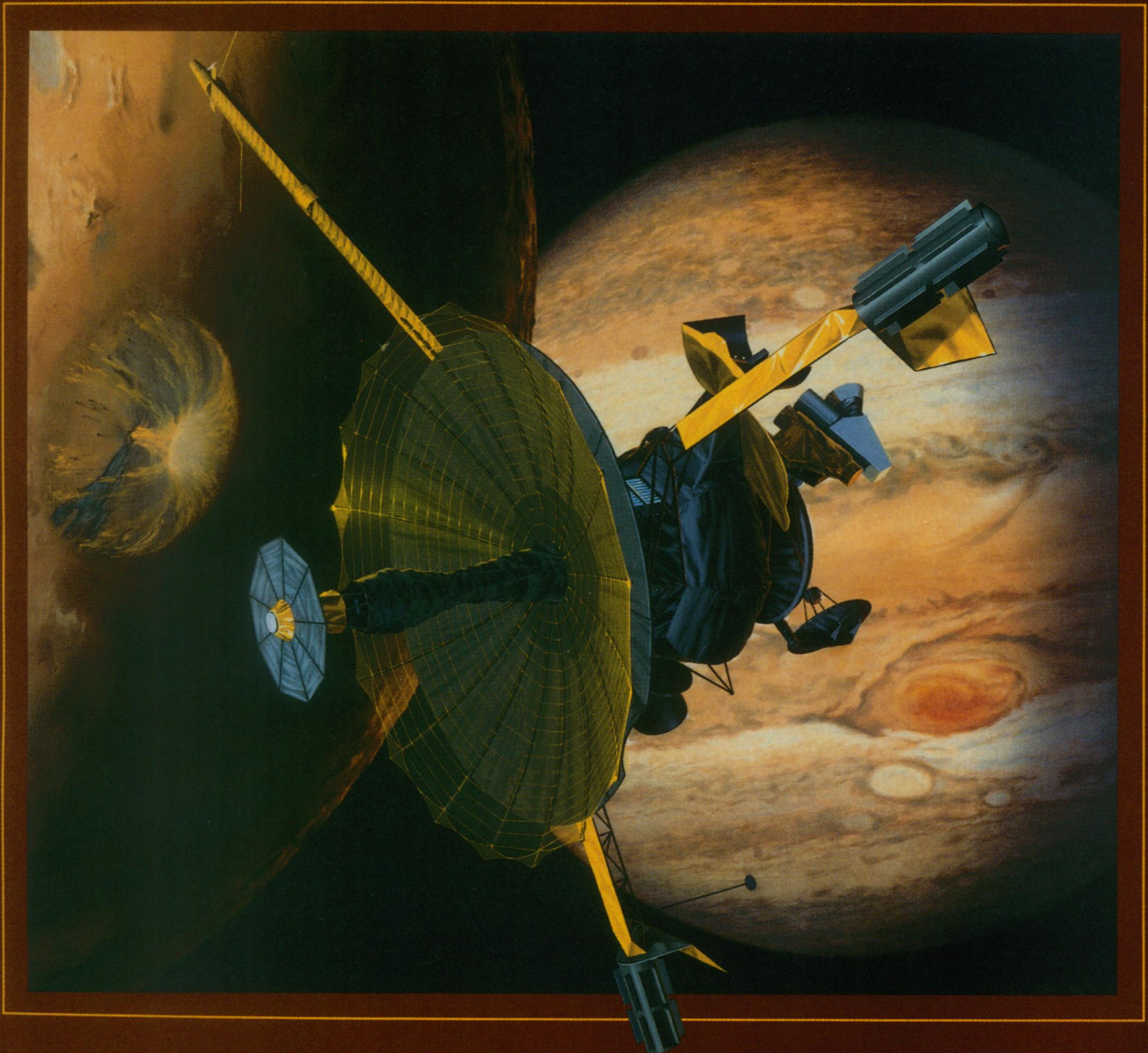


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SCIENCE NEWS

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Galileo's Intricate Road to Jupiter

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.

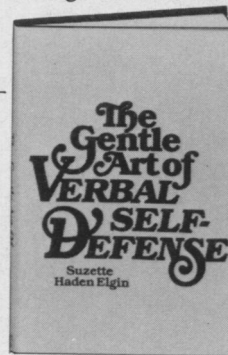
Save Yourself Years of Mistakes

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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WESTINGHOUSE SCIENCE TALENT SEARCH

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- **40 Winners will share \$140,000 in Westinghouse Science Scholarships.**
- **300 Honorable Mentions will be brought to the attention of all colleges, universities and technical schools in the U.S.A.**
- **Hundreds of students automatically will receive recommendations and other assistance toward a college education in schools within states holding State Science Talent Searches.**
- **For all students, a sense of accomplishment and a measure of self-evaluation that comes from finishing a hard assignment.**

ABOUT THE SCIENCE TALENT SEARCH

More than 14,000 students have been members of the Winners and Honors Groups in the past 48 years. Because of their standing in this oldest and most prestigious competition of its kind, they have been offered scholarships from institutions seeking quality students with proven ability in science and engineering. Many winners in the Science Talent Search are offered summer employment in scientific laboratories and other tokens of early acceptance into the world of science and engineering. Such benefits also come frequently to members of the Honors Group and to those who place in State Science Talent Searches.

ANSWERING YOUR QUESTIONS

Who May Compete? Any boy or girl who is in the last year of secondary school (public, private, parochial) who is expected by the certifying school official to complete college entrance qualifications before October 1, 1990 and who has not competed in any previous Science Talent Search is eligible to enter this competition.

How Can Students Compete? Teachers or other school officials must request entry materials for the outstanding science and mathematics students of the school.

What Is A Completed Entry? A project report of about 1,000 words which presents evidence of research ability in science, mathematics or engineering; a Personal Data Blank filled in by student, teachers and principal; standardized test scores and high school transcript.

How Are Entries Judged? Judging is based primarily on the student's report on an independent research project in the physical sciences, behavioral and social sciences, engineering, mathematics, or biological sciences (excluding live vertebrate experimentation).

What Is The Deadline? Entries must be received at Science Service no later than **Midnight, December 15, 1989**

Get your students to start working on projects NOW

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