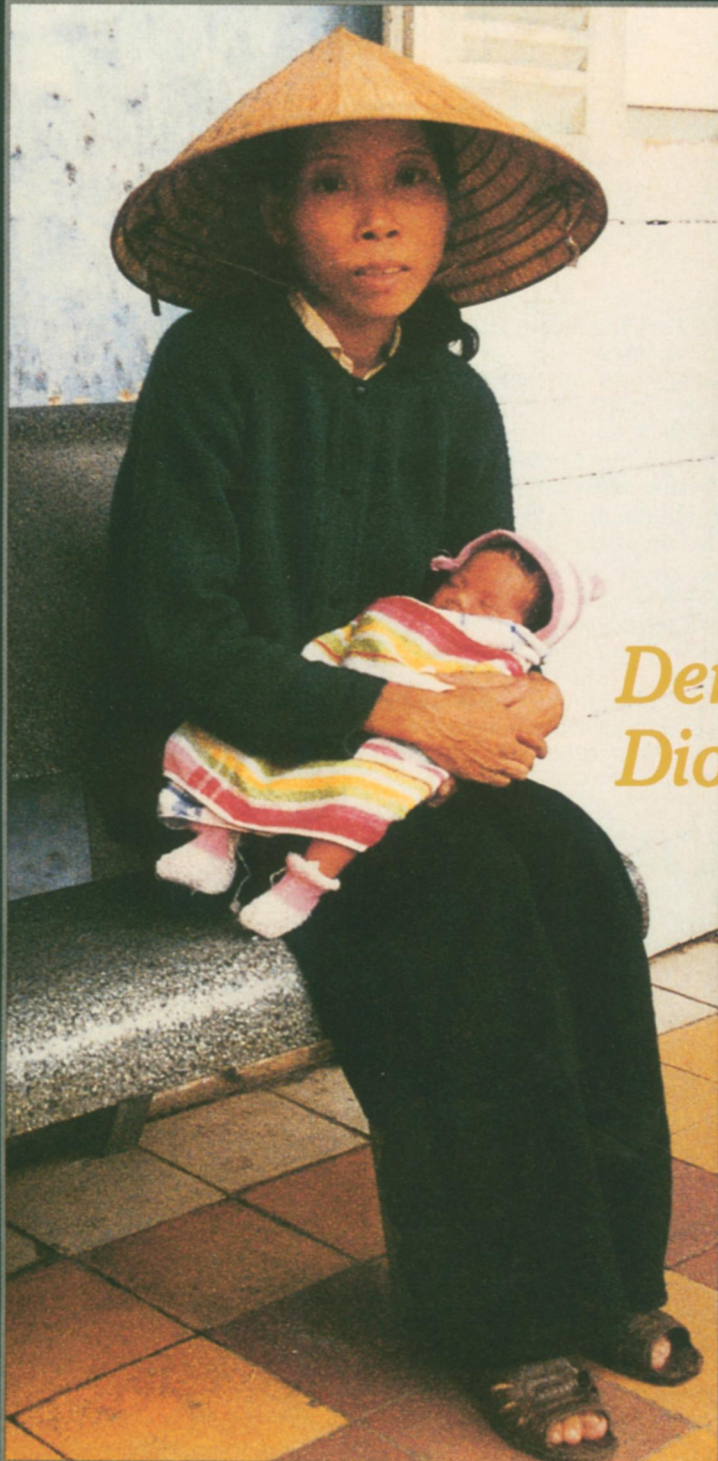


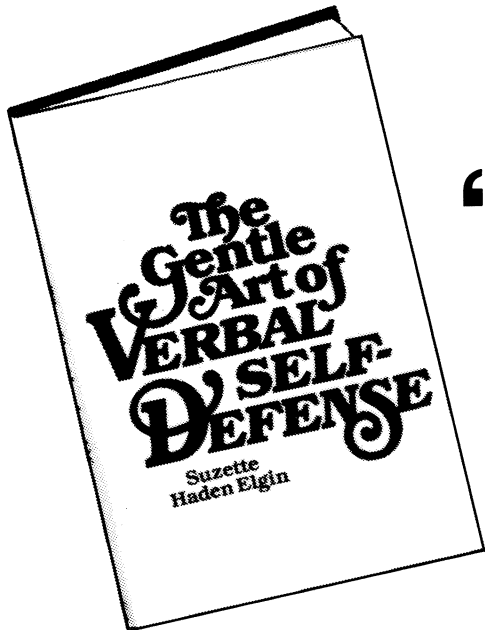
The Weekly Newsmagazine of Science

# SCIENCE NEWS

January 11, 1992  
Vol. 141, No. 2  
Pages 17-32



*Demystifying  
Dioxin's Dangers*



# Handle 'Put-Downs' With Style

## Only \$6.95

(Pub. at \$12.95)

Dealing with others—socially, at the office or within the family—usually can come down to having to cope with put-downs, insinuations and various forms of reproaches. Often, many of us feel that any conversation is actually a duel which we usually lose.

As with the art of dueling, there are ways of learning the 'parry' and 'thrust' which permit you to be on target and unruffled. This stylish, productive way of dealing with verbal attacks is simply and expertly described in *The Gentle Art of Verbal Self-Defense*.

### The Right Words Always Work

A few of the right words is all you need to subdue verbal hostility. This book teaches you the simple eloquence that works. It could take the form of candor, humor, flattery, agreement or even distraction. The result is the same: success.

### Anger Loses. Style Wins.

*The Gentle Art of Verbal Self-Defense* will teach you how to avoid the self-defeating mode of being sullen, peevish, defensive or down-right sore. You'll quickly learn how not to become negatively emotional. And that's a major step in dealing with arguments and other verbal assaults.

### All Attacks Repelled

Everyday life presents us with many forms of verbal attacks. This book explains and instructs how to understand and deal with the variety of attacks such as:

- **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.

### Practically a Ph.D. in Communication

Learning the fundamental art of coping with loaded situations or unprovoked hostility is the bottom line in having a pleasant and more productive life. *The Gentle Art of Verbal Self-Defense* can be your crash course, in depth, on improving the quality of dealing with others in social, business and familial situations. You'll avoid spending years of wasteful trial and error. Fights and misunderstandings

### 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.

will be side-stepped. The result: You're in control!

The easiest, wisest and stylish way to handle 'put-downs' starts with ordering *The Gentle Art of Verbal Self-Defense*. Just mail the completed coupon.

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