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*Now You're Talkin': A Communications Style Guide for Media Professionals* is an essential reference guide aimed at broadcasters, news writers, marketing and public relations professionals, presenters, high school and college students, management executives, and any wordsmith interested in the proper use of the English language. Written by Bob Lang, the book is a result of his combined experiences in radio and television and as a college level mass media instructor.

*Now You're Talkin'* is broken down into chapters with entries provided in alpha order along with brief narratives as introductions. Sections on misused or mispronounced words and phrases, incorrect writing, misspelled words, announcing mistakes, punctuation and copywriting tips, redundancies, and more are cross referenced where appropriate. A full index of entries is included.

*Now You're Talkin'* provides guidance for writers...

**under way**

It's two words, not one, so don't spell it "underway." Better yet, say the event "started" or "began."

...and for announcers.

**short lived, long lived**

It had a short or long life, therefore it is pronounced with a long "i" just like the word "life."

more-more-more

It calls attention to confused words...

### **over, more than**

They are not interchangeable. *Over* refers to spatial relationships as a plane that flies over the mountains. *More than* is used with figures as a crowd where there were more than 1,000 people.

...and to words we encounter every day.

### **Iran, Iraq**

One hears several pronunciations. *Iran* is pronounced **ih-ran'**, but also acceptably as **eye-ran'** and sometimes **ee-rahn'**. *Iraq*, on the other hand, is **ih-rahk'** or **ih-rak'**, but never **eye-rak'**.

*Now You're Talkin'* is divided into sections such as the one devoted to vocabulary expansion...

### **confabulate**

An interesting word that means to chat or discuss. Confabulation is also the tendency of older people to fabricate missing pieces of their memory in an effort to fill in gaps.

...or to common words and phrases of foreign origin.

### **bon appétit**

Pronounced **bone ap-ay-tee'**. The final "t" is silent and keep it light on the "n" sound.

It helps define meaning...

### **beyond the pale**

Think of *pale* as meaning boundary for civilized behavior or good judgment. Anything beyond that limitation would be unacceptable.

...and *Now You're Talkin'* provides guidance with humor.

### **epic proportions**

It refers to something really big. Wordy is, "Epic in its proportions." Incorrect is "of **epoch** proportions." A good alternative would be, "Wow, that's really big!"

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