



The ECHO™ – Your Weekly Presentation Tip

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Active Verbs Activate the Brain

You've heard everyone from your grammar school teacher to us here at Communispond tell you that the active voice is more engaging than the passive voice ("Joanne DID something" is more interesting and easy to understand than, "Something was done by Joanne"). Now there's scientific evidence to back this up.

According to a study reported in the magazine *Science News*, the parts of your brain that control motion are activated when the brain hears active verbs like "kick," "touch," and so on. According to the scientist who conducted the study:

"Brain areas that are used to perform an action are also needed to comprehend words related to that action. Remarkably, just the reading of feet-related action words such as 'dance' makes [the motor cortex] move its 'feet.'"

Keep your language active!

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