

Talking Tips for Politicians

“It’s on the Tip of my Tongue...”



Ever had trouble remembering the name of a constituent? How about the chairperson’s name at a community meeting?

You’re not alone! Let’s face it, word-finding challenges usually happen when we most want to make an impression. Here are some quick and easy tips on word finding brought to you by your friendly neighbourhood speech-language pathologists (SLPs), the communication experts!

You know their name, it’s on the tip of your tongue, but you just can’t retrieve it:

- You pause, using fillers like “um” or “uh” while you try to think of their name, then you remember it later in the conversation.

Same-Sounds Meaning and Familiar-Word Cue Strategies

Identify the target names	Same-Sounds and Meaning Cues
Associate the target name with a prompt word or phrase that both sounds like the target name and is linked in meaning to it	Same-Sounds Cue: Link Paul with the musician Paul McCartney because the name Paul is repeated.
	Meaning Cue: Paul McCartney is also a meaning cue because Paul performs in a local band that is playing at a fundraiser you are attending.
	Same-Sounds Cue: Link Dan with the word dance because Dan and Dance have the same sounds in them.
	Meaning Cue: Dance is a meaning cue because you met Dan at a local festival where there was a lot of dancing.
Think of the cue phrase (Paul McCartney) before saying the target name (Paul) aloud or writing it down in three sentences: (Paul McCartney) Paul is playing at the fundraiser; (Paul McCartney) Paul is a good singer; (Paul McCartney) Paul is helping us out	

Follow these steps, after identifying the name you have difficulty remembering:

- When you apply the word-finding strategies, always rehearse by first thinking of the cue (do not say the cue out loud) and then saying the target word aloud, first on its own and then in a sentence.
- If you want to prevent the “tip of the tongue” experience from happening, practice using the strategy the night before or on the way to an event, and reapply and rehearse as required.

May is Speech and Hearing Month – www.maymonth.ca

One in 6 Canadians has a speech, language, or hearing problem

For communication fact sheets and more information regarding the professionals who provide help and support, contact:



www.communicationnb.ca

“If you want to win friends, make it a point to remember them. If you remember my name, you pay me a subtle compliment; you indicate that I have made an impression on you. Remember my name and you add to my feeling of importance.” – Dale Carnegie