

The Elements of Expression: Putting Thoughts into Words, Revised and Expanded

Arthur Plotnik

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The Elements of Expression: Putting Thoughts into Words, Revised and Expanded Arthur Plotnik More than ever in this completely updated edition, *The Elements of Expression* helps word users "light up the cosmos or the written page or the face across the table" as they seek the radiance of expressiveness—the vivid expression of thoughts, feelings, and observations.

Nothing kills radiance like the murky, generic language dominating today's talk, airwaves, and posts. It tugs at our every sentence, but using it to express anything beyond the ordinary is like flapping the tongue to escape gravity. *The Elements of Expression* offers an adventurous and inspiring flight into words that truly share what's percolating in our minds. Here writers, presenters, students, bloggers—even well intentioned "Mad Men"—will discover language to convey precise feelings, move audiences, delight and persuade.

No snob or scold, the acclaimed word-maven Arthur Plotnik explores the full range of expressiveness, from playful "tough talk" to finely wrought literature, with hundreds of rousing examples. Confessing that we are all "like a squid in its ink" when first groping for luminous expression, he shines his amiable wit on the elements leading, ultimately, to language of "fissionable intensity."



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