

# 12 Good Quotations on Communication and Ideas

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“Of all of our inventions for mass communication,  
pictures still speak the most universally understood language.”

— *Walt Disney*

“Great minds discuss ideas; Average minds discuss events; Small minds discuss people.”

— *Eleanor Roosevelt*

“The single biggest problem in communication is the illusion that it has taken place.”

— *George Bernard Shaw*

“In communications, familiarity breeds apathy.”

— *William Bernbach*

“A typewriter is a means of transcribing thought, not expressing it.”

— *Marshall McLuhan*

“The most exhausting thing in life is being insincere.”

— *Anne Morrow Lindbergh*

“The world may be full of fourth-rate writers but it's also full of fourth-rate readers.”

— *Barbara Walters*

“The imperative is to define what is right and do it.”

— *Barbara Jordan*

“When I get ready to talk to people, I spend two thirds of the time  
thinking what they want to hear and one third thinking about what I want to say.”

— *Abraham Lincoln*

“On the average, five times as many people read the headline as read  
the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”

— *David Ogilvy*

“I remind myself every morning: Nothing I say this day  
will teach me anything. So if I'm going to learn, I must do it by listening.”

— *Larry King*

“Presentations largely stand or fall depending on the quality, relevance  
and integrity of the content. The way to make big improvements in a presentation is to get better content.”

— *Edward Tufte*