

Signs of the Times

Communication is an art form, and it requires study and close attention to excel in it. In one way or another, it figures prominently in the success of relationships and various endeavors, including business and health care.

Awhile back, *The Los Angeles Times* printed a sampling of signs from around the world that attempted to communicate in English:

- In a hotel elevator in Paris: "Please leave your values at the front desk."
- In a hotel in Zurich: "Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is suggested that the lobby be used for this purpose."
- On the door of a Moscow inn: "If this is your first visit to Russia, you are welcome to it."
- Announcement in a Russian newspaper: "There will be a Moscow exhibition of arts by 15,000 Soviet Republic painters and sculptors. These were executed over the past two years."
- In a Bucharest hotel lobby: "The lift is being fixed for the next day. During that time we regret that you will be unbearable."

See how easy misunderstandings can occur? What we intend to say or write may not always come out that way. It behooves us to give a little more care to our communication.

--Beecher Hunter