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The power of brevity was never more relevant and crucial as it is today. It is common sense that the more one speaks or writes the more he adds to the information overload and therefore loss of attention span of the audience which is anyways reducing with every advancing day. The less one speaks or writes, the more it is full of wit and punch and at times pregnant with thought. So brevity commands attention. Gone are the days of lengthy letters and a roundabout way of saying things.

Today is the age of remote controlled devices and short messages which bombard each of us by the minute. Long is passÃ©. Short is in the vogue and lack of time is the culprit. We multitask, sit in the loo, hold on to the morning newspaper and at the same time brush our teeth. In the shower, we bathe and shave at the same time, or at worst, while the geyser is on, the shaving is over and done with.

Nobody likes to read thick books any longer.

Our reading habits have vanished and short TV programs or even their tit bits have replaced those books. Not to forget the Google and the Wiki which dishes out readily available information for us to extract what is of immediate and specific need. The concept of research, of long hours in the library, of going through volumes of encyclopaedia is now obsolete. The grand new Internet has taken its place, a true symbol of democracy in information.

Welcome to the fast age. The age of satellite TV, of ever expanding Internet, the Media, Information, Products, Entertainment Content, Brands, which are in here today, gone tomorrow mode. Lap them up instantaneously. Gorge on them for tomorrow they will be replaced by things which would create more hype, more sensation, more intrigue and therefore shift your interest so that you forget yesterday as conveniently as possible and gear up for what today has to offer.

Thatâ€™s why we speak and write less today. Brevity is appreciated and desirable unless you do not want to be taken seriously. Time is fleeting and so are words, ideas and images. We are slipping into history which in itself is on to the fast track. Attention span is diminishing, values of beauty and truth are obsolete and nobody understands them anymore. True legends are those who have beat the forces of changing time and adapted themselves to it but they are far and few in between.

The art of good and impactful conversation therefore lies in brevity. Speak less but effectively. Cut down the crap. Utter what is useful to others and makes sense. Put your point across briefly and move on. Timeâ€™s flying.

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