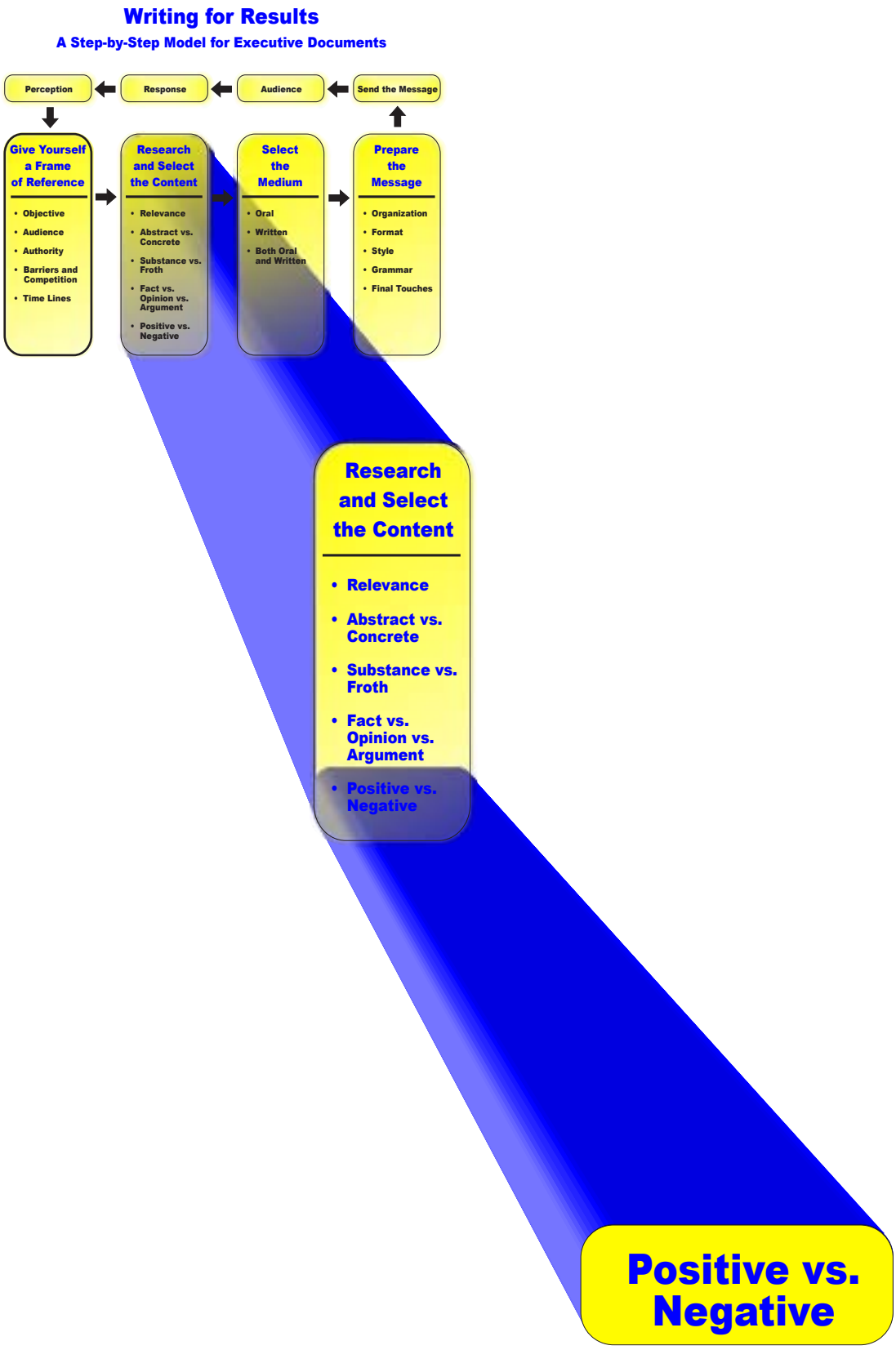

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POSITIVE NEGATIVE

vs.

There is a positive way and a negative way of expressing just about anything. It isn't necessarily good or bad to express things one way or the other. It is, however, important to be aware of the impact you will have in choosing one or the other.

Here some examples:

Negative	Positive
We have not ignored that problem.	We have adopted a new policy to address that problem.
We should not let this program stagnate.	We need to revitalize this program.
Funding for the program will end on January 31, 2004.	Funding for the program will continue until January 31, 2004.
This process has a 1-percent chance of error.	This process is 99-percent reliable.
There is a slight risk to safety of residents of the area.	The safety of residents of the area is virtually guaranteed.

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