

*Universality  
via  
Particularity  
vs.  
Generality*

To reach a wide audience  
--generally speaking--  
avoid generalities,  
for the path to  
universality  
is through  
particularity.

Be specific--  
not general--  
and you will  
interest all.  
Be concrete--  
not abstract--  
and all will listen.

Generalities are vague  
and move no one;  
particulars are detailed  
and so catch the attention  
of every one.

The concentrated and  
distilled particular  
transcends its limitations  
and spreads to the universal.  
The undefined generality  
is far removed from  
the particular  
and thus irrelevant  
to the universal.

To gain an audience  
concentrate on the particular,  
and you will attract  
universal attention.  
Generalities try to  
encompass everything  
and end up reaching no one.

Generalities spawn  
a yawn;  
particularities illumine like  
the dawn.

Generalities totter precariously  
on sand;  
the house of particularity sits  
in the concrete.

A generality is amorphous;  
the particular has shape;  
A generality is bland;  
the particular is colorful.

A general principle  
has universal relevance  
when it rises from  
a particular experience.

To communicate effectively,  
therefore,  
give a sample  
by a "for instance"  
or "for example,"  
thus supplying ample  
opportunity to avoid  
boring generality  
by offering  
exciting particularity.

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