



9th August 1976

Highly Private and Confidential

Rt. Hon. Mrs. Margaret Thatcher MP,
House of Commons,
London SW1A 0AA.

Dear Margaret,

I am glad to know that you are seeing Norman Strauss, on 23rd August. He is a marketing expert from Unilever: his skills include the underlying psychological impact of words and phrases. He has offered to give up part of his leisure to help us on vocabulary. He has done some work with Alfred Sherman, who is one of a group working for the Centre on the structure of policy-making and opinion forming. I believe that you were particularly keen to know more about his theses on "change agents"; he will send you a note on this in good time for the meeting.

Both Mr. Sherman and Mr. Strauss maintain that there is a link between the anti and positive vocabulary - and that brings me to the next point they make: that they do need more knowledge of policies in order to move from themes towards what Strauss calls "new data". I have given to all of them a very brief detail of our general, economic and housing policies - only slightly more detailed than could have been understood from the speeches that have been made.

The other two in the group are Terry Price and John Hoskyns. Terry Price is a physicist, who was a senior civil servant, both in the Ministry of Defence, where he headed their "think tank", and at the Ministry of Transport, where he was chief scientific adviser. He left to work in industry, and is now Secretary of the Uranium Institute.

John Hoskyns is a former regular soldier who founded a highly profitable computer soft-ware company, which he has since floated to give himself time to devote to national matters. He is completing a book on problems of the British economy.

Hoskyns and Price are specialists in interaction. I attach an article by Price and a chart by Hoskyns. They are not experts on vocabulary, but will contribute ideas on substance and causality to the group. John Hoskyns will accompany Norman Strauss to the meeting.

The two of them devoted much time to us but were discouraged at the reaction in two meetings organised with some MPs.

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- 2 -

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I hope that the meeting will lead to practical results; Mr. Strauss will keep the other members of the group informed on the talk and work out how they can best help.

Meanwhile, I have asked Alfred to give some thought to your Conference speech.

I am copying this letter to all four of them so that they will know what I have told you about them.

Because I am off on holiday, I am asking my secretary, Sue Clarke, to sign this on my behalf.

Yours sincerely,

KEITH JOSEPH
(Dictated to Sir Keith's secretary
and signed by her in his absence)

c.c. Norman Strauss Esq.,
Terrence Price Esq.,
John Hoskyns Esq.,
Alfred Sherman Esq.

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