

BANISHED

1983



IN ACCORDANCE WITH AUTHORITY vested in the UNICORN HUNTERS of Lake Superior State College by its World-Wide Membership, its Influential Representatives in High Places, and the Wild Life Division of the Department of Natural Unicorns of the Great Sovereign State of Michigan, as well as that Great Water Wonderland's Department of State, the following words and phrases are herewith BANISHED and are included in toto and en masse on the Annual New Year's Dishonour List of Words Banished from the Queen's English for Mis-, Mal-, or Over-Use, as Well as General Uselessness.

REAGANOMICS. Received more nominations than any other word, reflecting, perhaps, dissatisfaction with the results rather than the actual word. Some pointed out that the President never used the term. Michael R. Moloney, Lexington, Ky.: "It wasn't invented by the president, he doesn't know what it is, nobody understands it, and it isn't working." Daniel L. Bammes, Salt Lake City, Utah: "Nobody at home or abroad knows what it is."

Lah-de-dah Banishments for the over-application of words with otherwise limited meanings:

STATE OF THE ART which is applied to everything from plastic garbage cans to the Mona Lisa. Denny MacGougan, Tacoma, Wash., points out "latest design" or "modern" would suffice.

CONCEPTUALIZE and CONCEPTUALIZATION. Advertising agency, business conference and bureaucratic jargon for "think up" or "idea," as in "Is this match book cover your conceptualization?" or "Let's conceptualize a new model," as overheard at the London Chop House (Detroit) bar most afternoons. Nominator Joan Nevala, Austin, Tex.

Sports jargon A different language which sometimes creeps into real life talk, as "first time ever," which in recent years moved from sporting reports to page one to editorial pages.

HE'S SOME KIND OF A (QUARTERBACK) Ford Wolfertz, Montclair, N.J.: "Everbody is some kind of a something to someone, even athletes, though perhaps only to their mothers."

1984 HORRIFIC HOWARD MEMORIAL AWARD. Nominations are now being accepted for the outstanding torture of the English Language in the True Spirit of Howard The Great by a sports reporter.

Redundancy Alert The airwaves teem with ear-grating redundancies such as "first time ever," "the bullet went all the way through the body," "very unique," and "the torso from the neck down." We must focus our attention:

PRE-PLAN. Gil Claeys, Indianapolis, Indiana, asks: "How can you 'pre-' something that you are 'planning,' which means to do in advance?" He attached an advertisement from a mortuary: "Pre-plan your funeral."

Senseless Prose

OUT THERE. As in "There are thousands of people out there." Roy Sutton, Sault Ste. Marie, Ont., asks: "Out where?"

BUT YOU SHOULDN'T FEEL THAT WAY! Gerry Walsh, Ormond Beach, Fla.: "This is such a senseless statement. It solves nothing, especially for its victim, who was vulnerable enough to open up his innermost thoughts and feelings. How devastating to have our entrusted emotions minimized as trivial!"

LANGUAGE Banished to union contract negotiators for six months. G. Howard Gillelan, Royal Oak, Md.: "often used when 'wording' is meant." Acceptable, however, if the contract is written partially in Latin or Polish.

Professional overuse

AND HOW ARE WE TODAY? Chirped by nurses in blinding white uniforms. Kay Psyk, DeSoto, Wis., points out that "this phrase is not in general use by younger members of the profession."

Temporary Banishment

ALL SONGS with monetary references of less than \$5. Such small change is meaningless during present state of inflation. "Pennies from Heaven," for example, is excluded, but "I Found a Million Dollar Baby in a Five and Ten Cents Store" is allowed if "cents" is changed to "dollars," which is also more realistic. Everett Hoffman, New York City, nominator.

Deception Phrases These are frequently employed to cover up actual meaning, or lack of facts in press conferences.

SIGNALS. Often "sent" by foreign powers, or political opponents. E. Delores Dickey, Thunder Bay, Ont.: "Do they use Boy Scout signal flags? Don't diplomats 'talk,' 'discuss' or 'converse'?"

HIGHWAY USER FEE. Bruce Peasley, Handy High School instructor, Bay City, Mich., says means "gasoline tax."

OFFICE EFFECTIVITY. University of Michigan assistant registrar Edward C. Loyer found this in several departmental reports, including: "Overall office effectivity improvement will come only through increased automative support." This means: "We need new equipment."



Student class nominations

In recent years, Unicorn Banish Headquarters has received packets of nominations from teachers who forward class assignment banishment essays by students — elementary, high school, and college.

BUMMAGE. According to Brenda Gorges of New London (Wisconsin) Senior High School: "You can't even figure out what it means. It's stupid. 'Bummer' would be sufficient."

SOLIDARITY. One year probation. Popularized by the Polish Workers' movement of the same name, "solidarity" is good old American Labor Movement, as in the song, "Solidarity Forever," quite often sung at contemporary labor rallies. Dan DeBono of Wayne State University and Mt. Clemens, Mi.: "It has been over-used since the Polish crisis, and should be forbidden members of athletes' labor unions." These latter, it appears, have virtually no relationship to Polish workers or others who earn their livings by the sweat of the shop.



BANISH DISHONOURABLE MENTION

LISTEN UP. Marion Boyer, Sault Ste. Marie, Mich.: "We already must put up with National Fix-up, Clean-up, Paint-up Week. Will we end up with Listen-Up Week? Down with putting things up!"

INCENTIVE-ISE, -ISING, & -ISED. Dr. Gaylord Bates, Dearborn, Mich.: "During Detroit Economic Club luncheon panel the president of the American Hospital Association turned loose all of these in one talk."

ARTICULATE. Mary Mahr, director of admissions, Wayne State University: "Did you know that universities 'articulate' with junior colleges?"

MYSTERY WORD (sounds familiar, but generally vague). "They must . . . develop a new internal ethos to make people proud" — Director, Center for Business Ethics.

THIS PROGRAM WAS RECORDED BEFORE A LIVE AUDIENCE. Matt Surrell, Northern Michigan University: "What other kinds of audiences are there?"

CABOOSE WORDS with added syllables. Chuck Thurston, Birmingham, Mich.: "'Commenter' becomes 'commentator,' one who 'commentates.' Transplant' becomes 'transplantation.'" A 'transplantation' is a farm where they cultivate the word 'trans.'

DISINCENTIVES. Red Rieser, Detroit: "As reported in The Detroit News, 'Now we have 'disincentives' for moving, and they are just delaying the process.'"

EXPERIENCE. As in "We don't believe that adding cars to the street will bring back any retail oriented experience." What Tom Walters meant was "We don't think it will help business."

THE CRIB. Jack Johnson, Wayne State University, Detroit, student: "Indicates 'going home,' as in 'I'm going back to the crib.' Second childhood?"

DESTINATE. John J. Corcoran, Playa del Rey, Cal.: "As in an amateur radio sign off, 'This will be my final transmission as I am about to destinate.'"

PRECISE AS A VERB. Jean Lewis, Baltimore, Md.: "A former school superintendent used to tell the School Board, 'I'll have my staff precise this for you.'"

GUT FEELING. Omar Kayak, Albuquerque, New Mexico: "A crude and illogical term. Applied when the speaker has no facts. Substitutes? How about 'intestinal impression' or 'pot thought'? Anyway, I have a feeling in my right knee that something should be done about this."

POLITICAL REALITY, which often must be "faced." Carolyn M. Clinton, Utica, Mich.: "Self-contradictory. Any topic is either political or real. I don't believe anything can be both. Used extensively to justify not doing anything, especially in response to taxpayer's request for action."

WORKING MOTHER. Sheila Hilliard, within range of Ft. Wayne, Indiana's WOWO-Radio: "Try telling any woman with children that she doesn't 'work' at home!"



NOMINATIONS

FOR NEXT YEAR'S BANISHMENT LIST are accepted Nov. 15 through Dec. 15. Copies of this Banishment Poster and/or the Unicorn Questing License (approximately same size) are 50 cents each. Subscriptions to THE WOODS-RUNNER, College quarterly and Unicorn Hunters meeting place, are \$3 the year; \$8 for three. The Banish-

ment Poster is published annually in the magazine. Back issues are not available. NOMINATORS (above) are not necessarily the sole nominators of the words in question; but seemed the most worthy of quotation. A 22 x 17-inch poster which displays all word banishments since 1976 is available at \$2 for 2 copies. An enlargement of this small poster is printed on the back.

SUPERIOR STATE COLLEGE
SAULT STE. MARIE, MICHIGAN 49783

UNICORN HUNTERS

Telephone 906-635-2315

PETER THOMAS, chief herald/W. T. RABE, archivist