

BANISHED

1986

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.



Illustration by CHUCK THURSTON

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EXPLICIT, as in "explicit lyrics." "Will this rich and expressive word have its meaning narrowed and inextricably entwined with sex, violence and drugs? In a few years, if you ask a young lady to be 'more explicit' will she slap your face?"

—MICHAEL J. O'CONNOR, Marine City, Michigan

YUPPIE. The word, not the genre, if there is such. "Generally used by those who wish to discriminate against or denigrate young adults who like to wear clean clothes."

—LARRY WILSON, Toronto, Ontario

INFOTAINMENT, COMMUNICASTOR, and FASHION THERAPIST, all used regularly on "America," a TV talk show which has fortunately been banished by the network.

We dub thee Knight of the Unicorn Quest

THE UNICORN HUNTERS of Lake Superior State College confer upon these University of Texas/Austin Law School lecturers the title of Knight of the Unicorn Quest in recognition of their superhuman efforts to make law students speak and write plain English.

Dr. Susan Heinzelman,

Ph.D., K.U.Q., program coordinator

Terri LeClercq, Ph.D., K.U.Q.

Christopher Knight, Ph.D., K.U.Q.

Fred Asnes, Ph.D., K.U.Q.

George Wilkerson, K.U.Q.

Dean Mark Yudof, Ph.D., K.U.Q.

*Pending investigation of whether Dean Yudof did, as reported, refer to his profession as "lawyer."

THESE LAW LECTURERS, with the sanction of their dean, teach a nine-month course which is required of all law students because, "clients should be able to understand, among many other things, their contracts." Unicorn Hunters applaud similar programs, which may not have come to our attention, in other law schools. We encourage their proliferation so that the sound of "aforesaid," "witnesseth," "theretofore" and similar abominations of desolation may be driven from the land; even though this may result in the economic dislocation of thousands of attorneys at law.

LET'S 'DO' LUNCH. "This doesn't make me want to eat; it makes me want to throw up!"

—BOB CLARK, Palm Springs, California

MANDATORY OPTIONS, as distinguished from "options" in General Motors price information.

—Nominator, MRS. W. B. TILDEN, Toronto

'R' — "I would like the letter 'r' banished from the mispronunciation by some broadcasters of the word 'Wa(r)shington.'"

—BETH DeROCHE, Owosso, Michigan

SNUCK. "Reporters and editors should know that it is 'sneaked.'"

—DOLORES MUNDAY HAWKINS, Harding Farm, Otisville, N.Y.

DONE IN GOOD TASTE, in reference to such things as nude photos and sexy movies. "This phrase means that only one of something is showing; or, maybe, all of something, but in poor lighting; or, perhaps that which is showing is too small to be considered in poor taste."

—SANDRA M. LOUDEN, Pittsburgh, Pennsylvania

WATER FIRE EXTINGUISHER, a label on a piece of equipment in a classroom. "Why is it so-called? Is this in case the swimming pool water catches fire; or flames spew from the drinking fountain?"

—BRUCE PEASLEY'S 11th Grade English Class
Handy High School, Bay City, Michigan

Mc-(anything). The same class said that continued expansion of "Mc's" could even lead to "McSpinach" or "McBrussels."

THE FALSELY ELEGANT REFLECTIVE, a new category introduced by Jon D. Fricker of Purdue University; as in, "The paper was written by Jones and myself" and "You need a lawyer to represent yourself." Fricker says, "Speakers seem to think that 'myself' is more elegant than the proper 'me.'"

FUN, as an adjective. "This leads to deception. It is a conniving imposter of a word. 'Fun fur' is 'fake fur.' 'Fun' can also mean 'silly' or 'useless.'"

—NICKIE McWHIRTER, Detroit, Michigan

THE MAYOR OF CHICAGO is forbidden to use "NULLITIES AND VOIDITIES" for a period of six months at the request of Denise M. Brummerl of Hammond, Indiana. The Unicorn Hunters take these stern measures, fully aware of the consequences; i.e., The Chicago Tribune editorial policy that such usage upholds "a grand tradition" of Chicago mayors which includes Jane Byrne's "fruitworthy investigation" and Richard Daley's dislike of "insinuedoes."

WHAT I HEAR YOU SAYING IS . . . Banished indefinitely as "pompous pseudo-psychological patter of the greatest magnitude."

—RICHARD E. DOUGLASS, Hinsdale, Illinois

☐ (The space, in an address, between the state and the zip code) Bill Baker of Miami, Florida, maintains that this space should be replaced by a comma. The Unicorn Hunters accept his proposal. It will provide employment for thousands who will be engaged to change mailing lists, directories and reprint stationery. **HOWEVER**, the Unicorn Hunters take no stand on the disposition of the space within the Canadian postal code, e.g., M4N 3C6, this being an internal affair of a sovereign state. We don't want to get into their space.

THE ANNUAL Redundancy Repetitive Award Citation

TO: UNITED ILLUMINATING CO., responding to reporter James V. Heallon of New Haven, Connecticut, during Hurricane Gloria:

Our patrols will have to take a visual view.

LIKE I SAID* for "as I said." The latter "is the usage of educated people. 'Like I said' is simply incorrect, sanctified by the TV tube."

—JOHN C. McCABE, show business biographer

ONGOING, particularly as applied to broadcast-airborn-traffic reporters, such as "the one in Toronto who reports 'an ongoing accident.' I picture the same two cars repeatedly backing off and then smashing into each other."

—PAUL CHATER, Toronto, Ontario, Canada

BASICALLY, as "proliferated at an alarming rate by government types. I counted 27 misplaced 'basically' brain-padders in a single session of a professional conference; such as, 'I'll basically make you a fortune' and 'Basically we'll go to lunch.'"

—H. M. TRUBY, professor of linguistics
World Dolphin Foundation, South Miami, Florida

*As I said/Like I said

A footnote by JOHN McCABE

Author and member of the English faculty of Lake Superior State College

AS A TEACHER of both English and speech, I have grown increasingly distressed over the years with the burgeoning use of "like I said" for the "as I said" of the educated — and now in a dramatic reversal, "like I said" has grown strongly in popularity with college students and others who should know better.

The villain here is television, especially the commercials, whose people ranging from darling housewives to good-old-boy types to comely waitresses assure us that, "like" they said, their wares are the best. Students, finding this phrase's use unendingly sanctified by the tube, come to use it easily.

An inherent paradox of this is the corruption of students' English by TV commercial writers who wouldn't dream of saying "like I said" personally. These writers employ "like I said" in their work because they think it sounds more folksy and down to earth. Never mind that it is the locution of ignoramuses, good and stout-hearted people though they may be.

Is there a certain snobbism in my complaint? If there is, I am totally unrepentant on the matter. I resent spoken English being degraded for the many by the few — purely for the sake of the almighty buck.

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 (same size, copiously illustrated; with questing regulations on back) are \$1 each. Subscriptions to THE WOODS-RUNNER, College quarterly with extensive letters-to-the-editor

on Banishment Words, are \$3 the year; \$8 for three, in U.S.A. NOMINATORS named above are not necessarily the sole nominators of the banished words in question, but their citations seemed most worthy of quotation. ■ ■ A SUMMARY POSTER (22 x 17 inches, printed both sides) of banishments from 1976 to 1986 is available at \$2 for 2 copies.

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MINGE

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