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 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 the Annual New Year's Dishonour List of Words Banned from the Queen's English for Mis-, Mal-, and Over-Use, as Well as General Uselessness.

**REAGANOLOGY.** 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. Moore, Bowling, Kentucky, Jr.: "It wasn’t long before the president, he didn’t know what it is, nobody understands it, and it isn’t working." Daniel L. Bannis, 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 Mac Dougall, Tacoma, Wash., points out "latest design" or "modern" would suffice.
- **CONCEPTUALIZATION** 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."
- **OUT THERE** in Detroit, 17-inch poster which includes all these words at once: "Nobody at home or abroad knows what it is."

**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 Wolferz, Montclair, N.J.: "Everybody is some kind of a something to someone, even athletes, though perhaps only to their mothers."

- **1984 HORRIFIC HORIZON MEMORIAL AWARD.** Nominators are now being accepted for the outstanding lecture 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 terse from the neck down." We must focus our attention.

**PRE-P.LAN.** Gil Clayes, Indianapolis, Indiana, asks: "How can you prepare something that you are planning to do?"

- "Plan pre." He attaches 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.

**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?"

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

**OFFICE EFFECTIVITY.** University of Michigan assistant registrar Edward C. Lefer found this in several department reports, including: "Overall office efficiency improved." The measure really speaks for an increase in increased automotive support. This means: We need new equipment.

**Need Student class nominations** in recent years, Unicorff BANISH Headquarter has received packages 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 Mi. Ciemans, M.D., "It has been overused since the Polish crisis, and should be forbidden members of athletes’ labor unions." These last 12 to 15 years, have virtually no relationship to Polish workers or others who earn their livings by the sweat of the shop.

**The BANISH, DISHONOURABLE MENTION**

**LISTEN UP.** Marion Beyer, Sault Ste. Marie, Mich.: "We already must put up with National Flag fine, clean up, paint up Week. Will we end up with Clean up Week! Down with putting things up!"

**INCENTIVE-E.** YSING, & VISEO. Dr. Guyard Beake, Dearborn, Mich.: "They are Detroit Economic Club luncheon panel the president of the American Hospital Association burned loose all of these in one talk."

**ARTICULATE.** Mary Maihr, director of admissions, Wayne State University, "Did you know that universities’ articulate with junior colleges?"

**MYSTERIOUS WORD.** (Secrets familiar, but generally vague): "They might"...some new internal rules to make people quiet! -- Director, Center for Business Ethics.

**THE PROGRAM WAS RECORDED BEFORE A LIVE AUDIENCE.** Al Sult, Northern Michigan University: "What other kinds of audience there are?"

**CARDOSE WORDS WITH added syllables.** Chuck Thurtan, Birmingham, Mich.: "-conner" becomes "concentrate," one who concentrates. "Tranquilizer" becomes "tranquilization." "A tranquilization" is a farm where they cultivate the word tranquilizers. "Concentrate" is a farm where they cultivate the word concentrates. "Tranquilization" is a farm where they cultivate the word tranquilizers. "Concentrate" is a farm where they cultivate the word concentrates.

**INDEX.** Red River, Detroit: "As reported in the Detroit News, now we have..." discriminators 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 all retail ordered experience." What Tom Waters expects now: "We don’t think it will help business.

**THE CRIB.** Jack Johnson, Wayne State University, Detroit, student: "Indicates going home, as in "I am going back to the old...second childhood."

**DIESEL.** John J. Carroca, Pitja da Re, Cal.: "As an amateur radio sign off, this will be my final transmission as I am about to destination.

**PRECISE AS A VERB.** John Lewis, Baltimore, Md.: "They say the school principal, used to tell the School Board. ‘I’ll have my staff precise this for you.

**GET FEELING.** Bharat Kagir, Albuquerque, New Mexico: "This is a cruel and logical term. Applied when the speaker has no tact. Substitutes for things! How about ‘mental impression’ or ‘thoughts’? Anyway, I have a feeling in my right knee that something is due about this.

**POLITICAL REALITY.** which often must be "fed." Dorothy M. Givens, Utica, Mich. - "Self-contradictory. Any topic is either political or not. 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 Hillaire, within range of F. Wayne, Indiana's WOGS Radio: "I 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 Unicorns Quarterly License (approximately same size) are $10 each. Subscription to THE WOODS-RUNNER, College quarterly and Unicorn Hunters meeting place, are 33 the year; 58 for three. The Banishment 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 seems the most worthy of quotation. A 22-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.