Tenth Annual

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 Animals of the Great Sovereign State of Michigan, as well as that Great Water Wonderland's Department of State, the following words and phrases are hereby BANISHED and are included in the Lake Superior State College Annual New Year's Dictionary List of Words Banned from the Queen's English for Mis-Use or Over-Use, as Well as General Uselessness.

NUMBER 1 BANISHMENT

NOMINATED BY more Unicorn Hunters than any other word or phrase; but this year the count was so close we called it a tie. TheHIGHEST BANISHED is.....

HIGH TECH, BANISHED by politicians, advertisers, and educators to signify nothing except a vague jungle of superfluous concepts with which to decorate the technological atmosphere of a generation. This word has contributed to the world of jargon its potential for grammatical formulations. Does one use high tech in a sentence to indicate he or she operate it like a bulldozer? Does he operate it like a religion? Was high tech invented, developed, discovered or manufactured? — Fritz Bratil" Philadelphia, City.

The signature is unclear; the postmark was Oklahoma City. Fritz, who are you?

BUILD-DOWN. Further complicated on NBC TV news, Oct. 4, 1983, when Chris Wallace explained with visuals that there was a build-up down syndrome of 2:1 and 3:2. Hot night of Cavendish, Oregon, classifies "build-down" as "unfortunate terminology for an etymological impossibility describing a political improbability."

One-year moratorium

AWESOME. From the whimsy of "Valley Speak", where it was amusing, this word now appears regularly in print and broadcast. Detroit Free Press, New Yorker, Focus. The latter using it to describe a baseball pitcher; I find it preposterous to believe that all these writers are observing truly awesome performances; people or events on such a wide scale.

— Inês S. Vadas, Escanada, MI.

THE UNICORN HUNTERS banish "awesome" for one year, during which it is to be rebranded, not with its "hair matted with renovation or rust, a feeling produced by something majestic or awesome" but "hair, er, as usual, as something awesome."

FEASTY. Has burst out like a pandemic disease; infecting newspapers, TV and radio. Mayor Koch is feisty. Congressman Waxman is feisty, even Mary Poplin was in danger of becoming feisty. — Al Voque, Woodside, N.Y.

Terminal cuteness

The obnoxious and indiscriminate use of hearts on bumber stickers and badges — Milt Ferguson, Hilldale, Mich.

NEW KID ON THE STREET (BLOCK). The first usage I heard applied to adults in new lines of work was merely licentious. When it is used over and over by politicians, businessmen and others I stop listening to what follows. — Margaret Smotildaz, Racine, Wis.

SELF-BANISHMENT. It has been brought to our attention that employing both "mal-used" and "mis-used" in the title of our New Year's Dictionary List is a redundancy. We have now corrected this error of nine years and are prepared to start the next decade afresh.

C. E. WILSON Confused quote award

IN MEMORY of C. E. Wilson who said, "What's good for America is good for General Motors and vice versa" but was widely quoted as saying, "What's good for General Motors is good for America and vice versa." We cite two quotes simultaneously because it was designed by Len Piasecki, Lake Superior State College's woodcarver-in-residence.

TO WANDA HOGG, Redford High School English teacher who was quoted as saying, "psynkly" of a junior assigned by accident as a substitute teacher, "I heard he did real good. Ms. Hogg insists she actually said, "I understood that he did a rather decent job, he did rather well. Yes, he did a good job." The reporter stands by the original quote. The Unicorn Hunters do not take sides in the controversy of awarding it as a ".rewarding" to all English teachers to "Watch it!!"

FRONTAL NUDITY. How fine must the distinctions be? Is there a "backal nudity," "testicular nudity," or "light buttlicks nudity?" It would seem that classifications are no longer needed. We've given up as far as we can go.

MAKE BABIES. Particularly from the word processors of cutsey gossip columnists who have suddenly festooned the nation's newspapers— Eugene Black, San Francisco, Cal.

CELEBRATION. A legitimate word led down the garden path and mugged by mobs of copy cats too lazy to find their own words.

Some people who conduct all manner of "erotic" and staged numerous "anagrams of a . . . Most eye-ling use: "A celebration of turkeys," or a headline on a feed.

Dishonorable mention

PRESS. When media or " Herald" will even set up to include broadcast journalists. Such press conferences, press club, press pass, the press the "unofficial" epithet for the accomplishments of Gugino Mason must be ejected out of existence. — Eric English, news director, KSST, Houston, Tex.

CELEBRATION. As in a statement by a funeral director describing the deficiencies in a colleague's casket services. "Removal of remains, committal and direct disposal without any conversation. Why not simply 'committal'"

GET IN TOUCH WITH YOUR FEELINGS. — Richard Kider, Maywood, Ill.

MALE (female). Rather more or woman. When I hear "pseudosexual" or "holy," I can only picture it was brutalized and not that concerned in the role portion of a spayed plant.

LONELY END. When will businessmen, when the difference? They don't "make" a bar, they "mean" a bar — Herb Saffir, Philadelphia, N.J.

ON A ROLL. Must be limited to puritans, forbade to cash cards, bus drivers, seamstresses, bankers and others. — Hubert Blumenthal, Bronx, N.Y.

DONGING. Would Bob have said, "Pay me again, Dohn, the long had being. As is Time is Ongoing?" "SUPERSTAR" Not a bad word when it first appeared but now used all in its fervor by indiscriminate seats. — John M. McCain, West Lafayette, Ind.

Regional banishment

APPROPRIATE. The overused to the point of being vacuous, vacuous, gap psychology word. — Denver Dolan, Orange, Calif.

Redundancy alert

PARTICULAR. Stand like a person, a race, mean a small amount of matter. Perceived, race, prejudice, to mean in reality rather than used in reality, irrespective of how "particular" the meaning is perceived. — Cliff Tomlin, San Diego, Calif.


As in "alert up" or even "let us fear and guard" or "all good people." — William F. Jones, Careport, Ohio.

ARCHITECTURE. If buildings are so busy "standing" everything why is there so little harmony? — Calin R. Murdock, Sault Ste. Marie, Mich.

POST-MODERN. As in architecture. If a "moder" is it up to date. It used to be called a building that doesn't ex- — Role Wasley, WOLM, Fort Wayne, Ind.

LIBRARIAN. Hopefully real and real, real people, you know about any, I'll say. I'm not referring to people who are, the, you know, you are. This is a soft propped highly sophisticated one. Best of all, the "architectural" branch of the Carnegie Public Library, Westmont. Mayland, would be put on the list.

TEACHERS PETS. He's good, sucks, and then it's like, interesting. I know my nuclear massification "I'll be bought out as well," as if a remote "stupor" for any high school teachers, Almerta, Calif.

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 50 cents 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. NONMA- TORIS named above are not necessarily the names of the banishment of the banned 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 1983 is available at 16-2 copies. A 50 percent discount applies to teachers ordering 10 or more posters.

Lake Superior State College

Unicorn Hunters

Telephone 506-635-2313

Peter Thomas, chief herald-W.T. Rabei, archivist.