

# BANISHED

1984

## 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 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- 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:

**HIGH TECH.** Used by politicians, advertisers, and educators to signify nothing except a vague jumble of concepts which they favor. Its most important contribution to the world of jargon is its potential for grammatical formulations. Does one use high tech like a wrench? Or operate it like a bulldozer? Practice it like a religion? Was high tech invented, developed, discovered or manufactured? — Fritz Bhalli\*, Oklahoma City.

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

**BUILD-DOWN.** Further complicated on NBC-TV news, Oct. 4, 1983, when Chris Wallace explained with visuals that there was a build-down rate of 2-1 and 3-2. Pat Kight of Corvallis, Oregon, classifies "build-down" as "unwholesome terminology for an etymological impossibility describing a political improbability."

### One-year moratorium

**AWESOME.** From the whimsy of "Valleyspeak," where it was amusing, this word now appears regularly in print and broadcast: Detroit Free Press, New Yorker, Newsweek, 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 widespread scale.

— Elnora S. Vader, Escanaba, Mi.

THE UNICORN HUNTERS banish "awesome" for one year, during which it is to be rehabilitated until it means "fear mingled with admiration or reverence; a feeling produced by something majestic or sublime" or "fear, dread, as of something evil."

**FEISTY.** Has burst out like a pandemic disease, infecting newspapers, TV and radio. Mayor Koch is feisty; Congresswoman Fenwick is feisty; even Mary Poppins was in danger of becoming feisty. — Al Volpe, Woodside, N.Y.

### Dishonourable mention

**PRESS.** When "media" and/or "news" should be used, so as to include broadcast journalists. "Such (press conference, press club, press pass, the press) callous disregard for the accomplishments of Guglielmo Marconi must be pointed out and corrected." — Erika Engle, news director, KSSK, Honolulu, Hawaii.

**CEREMONIALIZATION.** As in a statement by a funeral director describing the deficiencies in a colleague's cut rate services: "Removal of remains, cremation and direct disposal without any ceremonialization." Why not, simply, "ceremony?"

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

**MALE, FEMALE (nouns).** Rather, "man" or "woman." When I hear "police arrested a male," I can only assume it was human and not a male ape or the male portion of a soybean plant.

— Jamie Hagedorn, Evanston, Ill.

**LOAN/LEND.** When will bankers learn the difference? They don't "loan" a "loan," they "lend" a loan. — Herb Saltford, Poughkeepsie, N.Y.

**ON A ROLL.** Must be limited to gamblers; forbidden to cooks, bus drivers, seamstresses, bakers and all others. — Hubert Beudert, Birmingham, Mich.

**ONGOING.** Would Bogie have said, "Play it again, Sam," if the song had been, "As Time Is Ongoing?"

**SUPERSTAR.** Not a bad word when first it joined us, but now diluted of all its flavor by indiscriminate use. — John W. McCain, West Lafayette, Ind.

### Regional banishment

**APPRECIATE.** The overused-to-the-point-of-being vapid, California pop psychology word. — Gregory Otte, Orange, Cal.

### Time/space fillers

Unnecessary, usually trite words thrown in from time to time because the speaker or writer is afraid of silence or shorter sentences.

**IF YOU WILL.** I usually won't. — William O. Marion, Ann Arbor, Mich.

**IN OTHER WORDS.** Why not say what you mean the first time? — Ken Behrens, Bloomington, Ill.

**OH, WELL.** Usually used to change the subject; but it weakens the previous statement, however strong. — Christine Gerber, 10th Grade, Fairview Area Schools, Mich.

**BASICALLY.** Used to upgrade pauses. — June Marx, Farmington Hills, Mich.

**USER FRIENDLY.** From the folks who have given us "up" meaning functioning and "down" meaning broken. — Edward C. Loyer, University of Michigan.

THE UNICORN HUNTERS note that a light switch which glows in the dark is "user friendly." A corkscrew is not. Mr. Loyer is concerned, not with the "user" but the "friendly." "Is this to give me the urge to take a particular system to lunch, or find some alternative way to get intimate with it? Are there also systems or machines that are 'user-unfriendly'?"

**REALTIME DOWNLINK VIDEO.** In NASA talk (Dec. 4 space shuttle report) this means "current pictures." — Greg Borgman, WKBZ, Muskegon, Mich.

### Terminal cuteness

♥. The obnoxious and indiscriminate use of hearts on bumper stickers and badges. — Milt Ferguson, Hillsdale, Mich.

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

### Redundancy alert

**PARTICULATE.** Started life as "particle," a noun meaning a small amount of matter. Became "particulate," used to modify "matter." Now employed alone as "particulate," meaning a small amount of matter, which is the meaning of "particle." The "ate" is redundant. — Clayton LaPointe, Sault Ste. Marie.

**LIGHTNING BLITZ.** By football sports announcers. — Bruce Peasley's 11th grade English class, T. L. Handy High School, Bay City, Mich.

**SENSELESS MURDER.** Is there a sensible act of murder, or vandalism? — Robert C. Cumbow, Seattle, Wash.

**UP.** As in "all tied up" or even "tied up four and four" or "all paid up." — Meredith F. Jones, Crawfordsville, Ind.

**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 Dishonour 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." The citation includes hand-carved inverted quotation marks designed by Len Pianosi, Lake Superior State College's woodcarver-in-residence.

**TO WANDA HOGG,** Redford High School English teacher who was quoted as saying "jokingly" of a janitor assigned by accident as a substitute teacher, "I heard he did real good." Ms. Hogg insists she actually said, "I understand 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 but make the award as a warning to all English teachers to "Watch it!"

**FRONTAL NUDITY.** How fine must the distinctions be? Is there a "backal nudity," "testicular nudity," or "left buttocks nudity"? It would seem that qualifications are no longer needed. We've gone about as far as we can go.

**MAKE BABIES.** Particularly from the word processors of cutesy gossip columnists who have suddenly infested 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.

Same people who conducted all manner of "-aramas" and staged numerous "Anatomy of a . . ." Most cloying use: "A celebration of turnips," as a headline on a food.

**ORCHESTRATE.** If bureaucrats are so busy "orchestrating" everything why is there so little harmony? — Kathleen M. Hendricks, Sault Ste. Marie, Mich.

**POST-MODERN.** As in architecture. If it's modern, it's up-to-date. Is post-modern a building that doesn't exist? — Robb Westaby, WOWO, Fort Wayne, Ind.

**LIBRARIANS:** Hopefully, real and really, interface, you know, okee-dokee, huh?, mm-kay, facilitate, hot, fer-sher, totally, why not . . . , bag your face, and awesome. This is a self proclaimed "highly subjective" listing of words the Eldersburg Branch staff of the Carroll County Public Library, Westminster, Maryland, would "be glad to see (hear?) banished."

**TEACHERS' PETS:** He goes, sucks, alot, is when, like, irregardless, you know, nuclear (pronunciation: "nook . . ."), enthused (used as a verb), as a for instance. Submitted by Agoura High School teachers, Agoura, 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. 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 1983 is available at \$2 for 2 copies. A 50 percent discount applies to teachers ordering 10 or more posters.

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