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 Northern State of Michigan, the following words and phrases are hereby BANNISHED and are included in toto and en masse on the Annual New Year’s Dishonesty List of Words Banned from the Queen’s English for Miss-, Mal-, or Over-Use, as Well as General Uselessness.

NUMBER 1

EXPULS, as in “explicit lyrics.” — “Will this rich and expressive word have its meaning narrowed and inexcusably entered with sex, violence, and drugs?” in a few years, if you ask a young lady to be “more explicit” will she say your face?” — MICHEL J. O’DONNER, Marive City, Michigan

YUPPIE. The word, not the genre, if there is such. Generally used by those who wish to discriminate against or designate young adults who like to wear clean clothes.” — LARRY WELSON, Rozette, Ontario

INFOTAINMENT, COMMUNICATOR, and FASHION THERAPIST, all used regularly on “America,” a TV talk show which has fortunately been banned 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.G. program coordinator
Terre Lecrege, Ph.D., K.G.
Christopher Knight, M.A., K.G.
Fred ASnes, Ph.D., K.G.
George Willerson, Ph.D.
Dean Mark Vudof, M.D., K.G.

*Funding investigation of wilder hest of the breed. See related, refer to the prehistoric reptiles.

THESE LAW LECTURERS, with the sanctity of their dear, 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 “informed,” “witnesses,” “therefore” and similar abominations of deception may be driven from the land, even though this may result in the economic disequilibrium of thousands of attorneys at law.

LET’S DO LUNCH. — “This doesn’t mean I want to eat, it means I want to throw up!”

MANDATORY OPTIONS, as distinguished from “options” in General Motors price information. — November, 1984: W. W. TLIEK, Hovey，“I want B.” — “I would like the letter ‘B’ banished from the mispronunciation by some broadcasters of the word Washington.” — BETH DOUINOE, Dusko, Michigan

SNICK. — Reporters and editors should know that it is spoken.

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, which that is showing is too small to be considered in poor taste.” — MARSHA M. WEINSTEIN, Professor, Pittsburgh Theological Seminary

WATER FIRE EXTINGUISHER, a label on a piece of equipment in a classroom. “Why is it so-called? Is this in case the scorching pot water catches, or flames spew from the drinking fountain?”

—BRUCE WESLEY, 1st Grade English Class, Haney High School, Bay City, Michigan

Mc(anything). The same class said that continued expansion of “Mc’s” could even lead to “McPhillis” or “McMcCullers.”

THE FALSELY ELEGANT REFLECTIVE, a new category introduced by Jon D. Finken of Purdue University, as in “The paper was written by Jones and myself” and “You need a lawyer to represent yourself.” Finken 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 common importer of a word. Fun! fun! sake fun! Fun can also mean ‘silly’ or ‘useless.’” — NICKIE MENTHEUTER, Davis, Michigan

THE MAYOR OF CHICAGO is forbidden to use “NULLITIES AND VAGUETIES,” for a period of six months at the request of Denise M. Brimmnt of Hammond, Indiana. The Unicorn Hunters take these 10th measure, fully aware of the consequences; i.e., The Chicago Tribune editorial policy that such usage hinders “a grand tradition” of Chicago mayors which includes Jane Byrne’s “frankly.” investigation and Richard Daley’s dislike of uncertain odors.

WHAT I HEAR YOU SAYING IS . . . Banned indefiniteness. — “It may be a psycho-psychological pant of the greatest magnitude.” — ROBERT I. DODGAS, 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.

HUMANITY.

THE UNICORN HUNTERS take no stand on the disposition of the time within which the Comma postures, e.g.: — MARK A. KEa, Lakeville, Minn.

NO QUALIFICATION.

NO QUALIFICATION.

THE ANNUAL Redundancy Repetitive Award Citation
TO UNITED ILLUMINATING CO., responding to reporter James V. Heald of New Haven, Connecticut, during Hurricane Gloria: “Our patience will have to take a visual view.”

LIKE I SAID” for “as I said.” The latter is “in the usage of educated people.” I need “no longer incorrect,” sanctified by the TV tube.

DINGDONG, particularly as applied to broadcast-air-ambient traffic reporters, such as “the one in Toronto who reports an upcoming accident. I picture the same two cars repeatedly backing off and then slamming into each other.” — PETER CHATER, Toronto, Ontario, Canada

BASICALLY, as “proliferated at an alarming rate by government types. I counted 276 misplaced basically brain-putders in a single session of a professional conference. Such 276, I basically make you a fortune and literally I basically go to lunch.” — WILL M. TRIPPE, professor of linguistics World Delphi Foundation, South Miami, Florida

*As I said/Like I said
A footnote by JOHN MCCABE
Author and member of English faculty of Lake Superior State College
AS A TEACHER of both English and speech, I have grown increasingly frustrated 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, theirwares are the best. Students finding this phrase’s use uncondemned sanctified by the tube, come to use it more.

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

Is there a certain snobbery in my complaint? If there is, I am totally uninterested in the matter.

As I said

NOMINATIONS FOR NEXT YEAR’S BANISHMENT LIST are accepted Nov. 15 through Dec. 15. Copies of this banishment poster and/or the unicorn question license (same size, elegantly illustrated with question 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; $6 for three. In U.S.A. NOMINA- TORS named above are not necessarily the signatories of these citations, which are the property of quotation. A SUMMARY index, printed both sides of banishment words, 1986 is available at $2 for 2 copies.

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