

Paul R. Turner
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MORE WORDS

THE LAST PAPER I DELIVERED TO THIS SOCIETY WAS SPECIFICALLY ABOUT SEVEN DIRTY WORDS THAT ARE NOT ALLOWED TO BE USED ON THE PUBLIC AIRWAYS. SINCE THAT TIME I HAVE BEEN REQUESTED TO DO ANOTHER PAPER ON A SIMILAR SUBJECT; HOWEVER, I MUST CONFESS THAT AFTER I GOT HOME AND REVIEWED MY LAST PAPER, I DISCOVERED THAT I HAD USED ONLY SIX OF THE SEVEN DIRTY WORDS AND IT WOULD BE DIFFICULT TO DO ANOTHER PAPER ABOUT ONE WORD. NO ONE CAUGHT THE FACT THAT THERE WAS ONE WORD MISSING DURING THE DISCUSSION, SO I ASSUME YOU WERE SATISFIED WITH THE SIX DIRTY WORDS WE HAD AND I WILL LEAVE IT TO YOUR IMAGINATION TO FIGURE OUT THE ONE THAT I OMITTED. HOWEVER, THIS PAPER WILL DEAL WITH WORDS AND LANGUAGE AND WITH THE MISUSE OF BOTH AND THE CORRUPTION AND/OR DISAPPEARANCE OF PLAIN SIMPLE ENGLISH.

IT USED TO BE THAT THE SPORTS' WORLD PROVIDED US WITH THE BEST EXAMPLES OF THE MISUSE OF THE LANGUAGE; HOWEVER, AS IN OTHER AREAS, THAT TOO IS BEING PRE-EMPTED BY THE POLITICIANS. THE LATE CAYCE STIGAL WAS ONE OF THE BEST KNOWN MANGLEDERS OF THE LANGUAGE, SO MUCH SO THAT HIS COMMENTS WERE CHARACTERIZED IN THE PRESS AS BEING "STIGALEES". ONE STORY RELATED ABOUT HIM LATE IN HIS LIFE WAS WHEN HE WAS GIVING DIRECTIONS TO SOME GUESTS THAT WERE COMING TO HIS HOUSE. HE ADVISED THEM TO TAKE AN ALTERNATE ROUTE AND NOT TO USE THE FREEWAY BECAUSE THERE WAS SO MUCH TRAFFIC ON THE FREEWAY THAT NOBODY USED IT ANYMORE.

ANOTHER STORY WHICH PERHAPS REFLECTS MORE ON INTELLECT THAN LANGUAGE WAS THAT WHEN HE WAS ASKED WHETHER HE WANTED HIS PIZZA CUT IN EIGHT PIECES OR FOUR PIECES, HE RESPONDED THAT HE WANTED IT CUT IN FOUR PIECES BECAUSE HE COULD NOT POSSIBLY EAT EIGHT PIECES.

IN OUR OWN AREA, OF COURSE, THE LATE ED DIDDLE, FOR MANY YEARS A BASKETBALL COACH AT WESTERN KENTUCKY UNIVERSITY, WAS ALSO CHARACTERIZED AS SPEAKING IN "DIDDLEES" AND I AM SURE THAT IF WE HAVE ANY WESTERN GRADUATES HERE THAT THEY HAVE MANY STORIES ABOUT UNCLE ED. IN ADDRESSING A GROUP OF YOUNG BASKETBALL RECRUITS AT WESTERN, DIDDLE IS QUOTED AS TELLING THEM TO LINE UP ALPHABETICALLY ACCORDING TO HEIGHT. I DON'T KNOW IF THE POLITICIANS ARE SIMPLY STEALING THE ATHLETES' ACT OR IF PERHAPS SOME OF TODAY'S ATHLETES DO NOT HAVE A SUFFICIENT VOCABULARY TO COMPOSE A SENTENCE.

THE FIELD OF SPORTS STILL MAKES ITS CONTRIBUTION TO THIS SITUATION SINCE MANY SPORTS' BROADCASTERS OFTEN HAVE A SHAKY GRIP ON GRAMMAR; BUT, THEN ON THE OTHER HAND, THERE IS HOWARD COSELL. IN OBSERVING MUHAMMED ALI ONE TIME, COSELL SAID THAT ALI ATTEMPTEDLY DELIVERED A NUMBER OF PUNCHES AND HIS OPPONENT ATTEMPTEDLY BLOCKED THEM. DURING HALF-TIME AT THE FOOTBALL GAME, HE SAID I AM VARIOUSLY BOUND AND CIRCUMSCRIBED BY THE SENATOR EDWARD KENNEDY AND JOHN DENVER, WHICH TO THE LAYMEN MEANT THAT HE WAS SITTING BETWEEN THEM. YOU WILL NOTICE IN SPORTS, YOU DO NOT HAVE ANY GOOD PLAYS ORDINARILY.

EITHER YOU HAVE SUPER PLAYS, MAGNIFICENT PLAYS AND SPECTACULAR PLAYS. SPORT ADJECTIVE INFLATION HAS KEPT PACE WITH OUR ECONOMY.

PRESIDENTS, PUBLIC OFFICIALS AND BUREAUCRATS TEND TO COIN THEIR OWN LANGUAGE AND I THINK A BRIEF REVIEW OF PAST ADMINISTRATIONS WILL DEMONSTRATE THAT. WILLIAM SAFIRE HAS MADE A COLLECTION OF THESE THROUGH THREE EDITIONS OF HIS POLITICAL DICTIONARY. IN THE ROOSEVELT ERA, I AM SURE YOU RECALL THE TERMS "FORGOTTEN MAN", "ECONOMIC ROYALIST", "DAY IN INFAMY", "BRAIN TRUST", "PUMP PRIMING", AND "COURT PACKING AND BOONDOGGLE". OF COURSE, ROOSEVELT WAS FOLLOWING TRUMAN WHO SPOKE THE LANGUAGE RATHER PLAINLY AND PERHAPS DID NOT AFFECT OUR LANGUAGE AS MUCH AS OTHER PRESIDENTS. WORDS OR PHRASES FROM THAT ERA, OF COURSE, ARE "RED HERRING", "FAIR DEAL", "GOVERNMENT BY CRONY", AND "INFLUENCE PEDDLER".

THE EISENHOWER YEARS ARE REPRESENTED LARGELY THROUGH JOHN FOSTER DULLES WHO OPTED THE PHRASES OF "DOMINO THEORY", "BRINKMANSHIP", "AGONIZING REAPPRAISAL", AND "MASSIVE RETALIATION". DURING PRESIDENT KENNEDY'S SHORT TERM THERE WERE FEW CHANGES, WITH HIS ADMINISTRATION BEING REFERRED TO LARGELY AS "CAMELOT" AND MUCH TALK ABOUT PROFILES AND COURAGE AND "IRISH MAFIA". AND, THEN LYNDON JOHNSON CAME ALONG WITH HIS "WAR ON PROVERTY", "CREATIVE FEDERALISM", "NERVOUS NELLIES", "PRESS THE FLESH", AND "NO WIDER WAR". THAT ADMINISTRATION ALSO DEVELOPED WHAT IS NOW REFERRED TO AS "THE CREDIBILITY GAP".

DURING THE NIXON ADMINISTRATION, WE WERE INTRODUCED TO SUCH PHRASES AS "BLACK CAPITALISM", "EFFETE SNOBS", "INSTANT ANYAYSIS", "NATTERING NABOBS OF NEGATIVISM", "DIRTY TRICKS", "EXECUTIVE PRIVILEGE", "INOPERATIVE", "LAUNDERING", "PLUMBERS", "DEEP SIX", "STONEWALLING", AND "TWISTING SLOWLY IN THE WIND".

THE FORD ADMINISTRATION PRODUCED THE TERMS "GAME PLAN", "SILENT MAJORITY", "WORK ETHIC", "WILL IT PLAY IN PEORIA", "SHUTTLE DIPLOMACY", "DETENTE", "LINKAGE", "DOUBLE DIPPING", "WHISTLE BLOWERS", "SANITIZED FILES", "MEDIA" AND "MEDIA EVENTS", AND ATTEMPTED TO REPLACE THE WORD "ESTABLISHMENT" WITH "COMMUNITIES", SUCH AS THE INTELLIGENCE COMMUNITY. AND, THEN CAME JIMMY CARTER WITH HIS "ETHNIC PURITY", "ZERO BASE BUDGETING", "MORAL EQUIVALENT OF WAR", "HUMAN RIGHTS", "THREE MARTINI LUNCH", AND "BORN AGAIN" GAINED A NEW NON-RELIGIOUS MEANING.

THE REAGEN ADMINISTRATION WITH ALEXANDER HAIG, AT THE FOREFRONT, IS BOUND TO MAKE SOME CLASSIC CONTRIBUTIONS TO THE USE OF OUR LANGUAGE. WE ALREADY HAVE "SUPPLY SIDE ECONOMICS", "REAGENOMICS", "SAFETY NET", "ZERO OPTION" AND MANY MORE ARRIVING EVERY DAY IN THE PRESS, SOME OF WHICH WILL BE COVERED LATER IN THIS PAPER. MY POINT BEING THAT EACH POLITICAL ADMINISTRATION MAKES ITS OWN CONTRIBUTION TO THE FURTHER CORRUPTION OF THE LANGUAGE RESULTING IN THEIR JARGON BEING ADOPTED AS PART OF THE LANGUAGE.

IN HIS BOOK CIVIL TONGUE, EDWIN NEWMAN DISCUSSES THE TENDENCY OF GOVERNMENT OFFICIALS TO "IZE" WORDS. HE RELATES AN INCIDENT IN THE JANUARY OF 1976 PRIMARIES WHEN HOWARD "BO"

CALLOWAY, CHAIRMAN OF PRESIDENT FORD'S CAMPAIGN COMMITTEE SAID THE WHITE HOUSE IS SO CONCERNED ABOUT PERCEPTIONS OF A POLITICIZED WHITE HOUSE THAT THE PRESIDENT AND THOSE AROUND HIM JUST TOTALLY UNPOLITICIZED THE WHITE HOUSE. AFTER A NUMBER OF "Bo" PEEPS OF THIS KIND, THE PRESIDENT SEMI-POLITICIZED THE WHITE HOUSE BY BRINGING IN ROGER MORTON AS A POLITICAL COUNSELOR. LATER CALLOWAY WAS PUT OUT TO PASTURE OR PASTURIZED. DURING THE SAME CAMPAIGN, BIRCH BAYH REFERRED TO THE DEMOCRATS AS THE FRACTIONALIZED PARTY AND GOVERNOR CARY SAID THAT THE NEW YORK LEGISLATURE OVERSTRATEGIZE THEMSELVES. OF COURSE, WE ARE NOW HEARING EVERYDAY ON THE STATE AND FEDERAL LEVEL THAT WE MUST PRIORITIZE OUR OPTIONS. THERE WAS EVEN A REPORT THAT A TELEVISION NEWS BROADCASTER IN ALABAMA ANNOUNCED THAT A DEPUTY SHERIFF KILLED IN THE LINE OF DUTY WOULD BE FUNERALIZED THE FOLLOWING DAY.

ANOTHER POPULAR TERM TODAY IS CALLED "DEBRIEFING". IF DEBRIEF MEANS ANYTHING, IT MEANS TO WITHDRAW INSTRUCTIONS, USUALLY THOSE GIVEN TO A LAWYER, AND IS A THOROUGHLY UNNECESSARY TERM. PEOPLE DESCRIBED BY THAT TERM ARE NOT BEING DEBRIEFED, THEY ARE IN FACT BRIEFING OTHERS; BUT GOVERNMENT PEOPLE WHO THINK OF THEMSELVES AS "DEBRIEFERS" DO NOT LOOK AT ANYTHING THAT WAY. FOR THEM THE ACTIVE ROLE IN THE TRANSACTION IS THEIRS. THE OTHERS ARE MERELY "DEBRIEFEEES".

THE GOVERNMENT ALSO PERHAPS MORE THAN THE COMPUTER INDUSTRY HAS ADDED TO OUR VOCABULARY THE WORDS "INPUT", "OUTPUT", AND "THROUGH PUT". FOR INSTANCE, ONE STATE DEPARTMENT

DOCUMENT SAID THAT THE STATE DEPARTMENT HAD BEEN TAILORING A CENTRALIZED FOCUS FOR CONSUMER INTEREST AND FASHIONING A VIABLE BLUEPRINT FOR CONSUMER PARTICIPATION, WITH A CAPABILITY THAT RESTS ON INPUTS, OUTPUTS, AND THROUGH PUTS. ONE UNIVERSITY MEMORANDUM STATED, "HAVING PRIORITIZED AVAILABLE FUNDING, YOUR REQUEST FOR STAFF-SUPPORT FACILITIES CANNOT BE ACTUATED AT PRESENT. STUDENT THROUGH PUT INDICATORS SHOW MARKED DECLINING MOTIVATIONAL VALUES IN SUBSEQUENT ENROLLMENT PERIODS IN ELECTIVE LIBERAL ARTS CHOICES."

INPUT IS SIMPLE ENOUGH: IT GOES IN. AN OUTPUT COMES OUT. AND, A THROUGH PUT? HERE IS HOW THE STATE DEPARTMENT DEFINES THAT. INFORMATION INPUTS FROM CONSUMERS, THROUGH PUTS BETWEEN INITIATING PARTIES AND POTENTIAL USERS, AND OUTPUTS FROM THE DEPARTMENT PROPERLY OCCUR IN VARYING DEGREES AND AT VARYING LEVELS IN THIS PROCESS. INPUTS ARE DIRECTED TOWARD EXISTING OR PROSPECTIVE PROGRAMS, AND CAN BE SOLICITED OR UNSOLICITED. THROUGH PUTS - A CRITICAL ELEMENT IN THE DEPARTMENT'S MODE OF OPERATION - ARE MANIFESTED BY INTERACTION BETWEEN THE INTERNATIONAL COMMUNITY AND THE U. S. PUBLIC AND PRIVATE SECTORS. OUTPUTS ARE DESIGNED TO EDUCATE AND/OR REPLY TO THE CONSUMER PUBLIC.

REPRESENTATIVE BROCK ADAMS UPON BECOMING CHAIRMAN OF THE HOUSE BUDGET COMMITTEE SAID, "MY INPUT QUANTUM JUMPED TREMENDOUSLY IN THE PAST YEAR IN THE ABILITY TO GET THINGS DONE." YOU CAN JUST HEAR HIM ON THE CAMPAIGN TRAIL SAYING MY OPPONENT TELLS YOU HE CAN DO MORE FOR THIS STATE THAN I CAN, BUT MY INPUT

QUANTUM WAS IMPACTING THE NATIONAL DECISION MAKING PROCESS WHEN THE PEOPLE OF THIS STATE NEEDED IT.

TODAY THE SIMPLE REQUEST FOR TWO TELEPHONE LINES WHEN PLACED IN THE HANDS OF GOVERNMENT AGENCIES READS AS FOLLOWS: "THE MAJOR THRUST OF THE YOUTH SERVICES AGENCY'S RECOMMENDATIONS TO MAXIMIZE THE QUALITY AND EFFICIENCY OF SERVICES RENDERED REVOLVE AROUND THE NECESSITY FOR MORE CHANNELS. TWO ADDITIONAL PHONE CHANNELS WOULD COMPENSATE GREATLY FOR BOTH COMMUNICATIVE AND SPACE DIFFICULTIES AND SUCH IMPLEMENTATION IS STRONGLY URGED AS AN IMMEDIATE NECESSITY". A REVOLVING MAJOR THRUST IS HARD TO MATCH. ANOTHER SUCH DOCUMENT ON THE NEED FOR A UNIVERSITY OF ARKANSAS CONTINUING EDUCATIONAL CENTER STATED THAT "THE CONTINUING EDUCATION PROGRAM WOULD NEVER BE FINAZLIED. RATHER IT WOULD BE A FLEXIBLE CHAMELEON-LIKE PRODUCT, EVER RESPONDING TO THE CHANGING NEEDS TO THE PEOPLE OF THE STATE. HOWEVER, BROAD PROGRAMATIC THRUSTS MIGHT BE ARTICULATED. THUS PROVIDING PARAMETERS FOR DECISION MAKING AND INCREASING THE BENEFIT YIELD." IT HAS NOT BEEN EXPLAINED HOW BROAD PROGRAMATIC THRUSTS ARE ARTICULATED INTO PARAMETERS FOR DECISION MAKING.

NOW A QUICK OVER VIEW OF A COURSE FROM AN ARTICLE IN THE JOURNAL OF THE NAVY CIVILIAN MANPOWER MANAGEMENT, "OUR ADAPTATION INCLUDES THE USE OF SEVERAL STRUCTURED CONSENSUS TASKS, EXPOSURE TO THE BLAKE AND MOUTON MANAGERIAL GRID AND EXPERIENCE WITH JOHARI WINDOW. WE USE SEVERAL INSTRUMENTS TO ASSIST PARTICIPANTS IN APPRAISING THEIR LEADERSHIP STYLES AND IN PLANNING FOR CHANGE. WE INTERSPERSE THROUGH THE INSTI-

TUTE LECTURETTES ON MCGREGOR THEORY "X" AND THEORY "Y", MASLOW'S HIERARCHY OF NEEDS AND HERTZBURG'S MOTIVATOR AND HYGIENE FACTORS. THE ENTIRE INSTITUTE IS TASK ORIENTATED." DAMN THE MOTIVATOR FACTORS; OPTIMAL SPEED AHEAD!

NEAR TO HOME THE METRO SCHOOL BOARD OF NASHVILLE, TENNESSEE, DISCUSSING ITS CURRICULUM PLANNING STATES ITS INTENTIONS AS FOLLOWS: "PROGRAMATIC ASSUMPTIONS WILL BE SPECIFIED, COMPETENCIES IDENTIFIED, A RATIONALE DEVELOPED AND INSTRUCTIONAL OBJECTIVES STATED. PRE-ASSESSMENT, POST-ASSESSMENT, LEARNING ALTERNATIVES AND REMEDIATION WILL BE AN INTEGRAL PART OF INSTRUCTIONAL MODULES WITHIN THE FRAMEWORK OF PROGRAM DEVELOPMENT".

ANOTHER POPULAR TERM NOWDAYS IS "IMPACTED", WHICH I ASSUME IS INTENDED TO REPLACE "AFFECTED". RECENTLY AT A PLANNING AND ZONING HEARING THE CITY PLANNER STATED THAT MY LAW PARTNER WOULD BE MOST IMPACTED BY A CONDOMINIUM DEVELOPMENT AND MY FIRST REACTION TO THAT WAS THAT PERHAPS I SHOULD GET MY PARTNER AN INDUSTRIAL STRENGTH LAXATIVE, BUT WHAT THE PLANNER REALLY MEANT WAS THAT HIS HOUSE WAS THE CLOSEST ONE TO THE PROPOSED DEVELOPMENT.

ANOTHER POPULAR WORD NOWDAYS IS "INTER-FACE". PRIOR TO ANNOUNCING FOR THE PRESIDENCY, GERALD FORD ACKNOWLEDGED THAT HE WAS GETTING CLOSER TO AN ANNOUNCEMENT THAT ALL CONCERNED HAD INTER-FACED. EVEN A CAMPUS BOOKSTORE IN A SMALL COMMUNITY COLLEGE IN CANADA DESCRIBED ITS ROLE AS FOLLOWS. . "THE BOOKSTORE CONSIDERS ITS ROLE TO BE TO CREATE THE BROADEST POSSILBE INTER-FACE OF THE WORLD OF INFORMATION PACKAGES AND THE WHOLE UNIVERSITY COMMUNITY,

AND TO SERVE AS A RETAIL OUTLET ON CAMPUS TO FULFILL OTHER SERVICE REQUIREMENTS." AND A WRITER TO THE NEW YORK TIMES STATED "I TOO AM CONCERNED WITH THE EVOLUTION OF VIABLE CONSTRUCTS BY WHICH COMPLEX PROBLEMS AT THE MEDICAL-LEGAL INTER-FACE CAN BE EFFECTIVELY RESOLVED FOR SOCIAL USEFULNESS." I SUPPOSE WE HAVE TO FACE UP TO THESE CHANGES EXCEPT PERHAPS THE JAPANESE WHO MAY BE ONLY INTERESTED IN SAVING INTER-FACE.

THERE IS ALSO A TENDENCY ON THE PART OF ALL THE PUBLIC TO PRETTIFY OR IS IT PRETTIZE UGLY REALITY. IN MERCHANDIZING THERE IS A EUPHEMISM FOR "USED" EVEN MORE ATTRACTIVE THAN "PRE-OWNED" IN SELLING OF "USED" CARS, "EXPERIENCED" CARS. ONE OF PHILADELPHIA'S SECONDHAND DEALERS ADVERTISES ORIENTAL CARPETS AS "PRE-LOVED".

IN THE LAW WHEN GOVERNMENTAL ANTI-TRUST LAWYERS THINK THEY HAVE DISCOVERED A CONSPIRACY TO FIX PRICES, THEY HAVE TAKEN TO REFERRING TO THIS PRACTICE AS "CONSCIOUS PARALLELISM". IT WAS LATER EXPLAINED THAT THE REASON FOR THIS WAS THAT YOU COULD NOT SAY IT WAS A CONSPIRACY UNLESS YOU COULD PROVE CONSPIRACY AND IT SEEMED THAT MANY MANUFACTURERS TEND TO RAISE THEIR PRICE AT EXACTLY THE SAME TIME BY COINCIDENCE WITHOUT EVIDENCE OF AN ACTUAL AGREEMENT CONSTITUTING CONSPIRACY. BUT, IT IS ADMITTED THAT CONSCIOUS PARALLELISM SHOULD PROBABLY BE REPLACED WITH "TACIT COLLUSION".

IN UNION ORGANIZING: IN THE TRADITION OF RENAMING GARBAGE MEN, SANITARY ENGINEERS PREVAILS; AND PEOPLE FORMERLY CALLED MAIDS OR DOMESTIC SERVANTS WHO NOW DO NO HEAVY LIFTING

IN THAT CATEGORY ARE CALLED HOUSEHOLD TECHNICIANS.

I AM SURE WE ALL REMEMBER WHEN THE WORDS I SPEAK OF TONIGHT WERE TYPED, OFTEN IN THE TYPING POOL THAT IS NOW CALLED A WORD PROCESSING UNIT AND THE TYPEWRITER IS A WORD PROCESSOR. AND, OF COURSE, THE GOVERNMENT NOW HAS WORD PROCESSING CENTERS AND NO LONGER HAS PRINTING PLANTS. SOME BUILDERS NOW REFER TO KITCHENS AS CULINARY CENTERS.

MUSEUM CURATORS WHO HATE TO ADMIT THEY HAVE SOLD ANY WORK OF ART HAVE COME UP WITH "DEACCESSION". AN ACCESSION IS A NOUN THAT ORIGINALLY MEANT "A RISE TO POWER" AND NOW DENOTES SOMETHING PURCHASED OR REQUIRED; AS A VERB, IT MEANS TO RECORD AN ACQUISITION. TO DEACCESSION IS TO RECORD THE SALE OR TO SELL.

AFGHANISTAN'S STATE RADIO ANNOUNCED THAT THE PRESIDENT OF THE COUNTRY HAS RESIGNED "FOR REASONS OF ILL HEALTH". IT TURNED OUT HIS HEALTH WAS AFFECTED BY TWELVE BULLETS IN HIS BODY WHICH I ASSUME SEVERELY IMPACTED HIM. IN NEW YORK, BUMPERS PROTECTING CONSTRUCTION ON A HIGHWAY ARE NOT CALLED BUMPERS BUT "IMPACT ATTENUATORS", SO DURING THE NEXT ELECTION YOU CAN LOOK FORWARD TO CANDIDATES PASSING OUT IMPACT ATTENUATOR STICKERS. ST. LUKE'S-ROOSEVELT HOSPITAL IN NEW YORK CONDUCTED A STUDY OF "PREORGASMIC WOMEN" WHICH ACCORDING TO THE NEW YORK TIMES MEANT THOSE WHO HAVE NEVER HAD AN ORGASM AND FORMERLY WERE REFERRED TO AS FRIGID. HOWEVER, A GYNECOLOGIST WROTE THE PAPER TO STATE THAT THAT TERM WAS IN ERROR. HE STATED THAT "PREORGASMIC" MEANS BEFORE OR PRIOR TO AN ORGASM. THIS COULD

REFER TO WOMEN WHO USUALLY OR ALWAYS HAVE ORGASMS AND ARE ABOUT TO ENJOY ANOTHER ONE. NONORGASMATIC OR ANORGASMATIC WOULD HAVE BEEN THE PROPER TERM FOR THE STUDY WHICH IS CLOSER TO MEANING FRIGID.

THE MEDICAL AND LEGAL PROFESSIONS ARE ACCUSED OF USING A SPECIAL LANGUAGE IN ORDER TO CHARGE THE PRICES THAT THEY CHARGE, SINCE IT IS THOUGHT THAT IF A PATIENT OR CLIENT CAN UNDERSTAND WHAT THEY WERE TALKING ABOUT THAT THEY WOULD NOT PAY SO MUCH. FOR INSTANCE, IN REVIEWING MEDICAL REPORTS, I AM CONSTANTLY CONFRONTED WITH THE TERMS "ANTERIOR" AND "POSTERIOR". TO ME FRONT AND BACK HAVE ALWAYS BEEN GOOD WORDS, BUT APPARENTLY THEY ARE VIEWED BY THE MEDICAL PROFESSION AS A PAIN IN THE POSTERIOR. ALSO IF ONE LOOKS AT THE PHYSICIANS' DESK BOOK WHICH DESCRIBES ALL THE DRUGS THAT ARE ON THE MARKET, YOU WILL FIND THAT CERTAIN DRUGS ARE CONTRAINDICATED FOR CERTAIN AILMENTS. SOME OF THE DRUGS EVEN HAVE SEPARATE HEADINGS FOR CONTRAINDICATIONS. I REALLY DO NOT UNDERSTAND WHAT IS WRONG WITH THE TERM "DO NOT USE THIS". ALSO, THE MEDICAL PROFESSION AND THE FUNERAL DIRECTORS APPEAR TO BE WITHOUT THE WORD DIE IN THEIR VOCABULARY. TO A PHYSICIAN, A PATIENT DOES NOT DIE, HE EXPIRES. IT KINDA MAKES YOU THINK THAT IF YOU LIFTED THE DECEDENT'S EYELIDS THAT YOU MIGHT SEE A LITTLE RED VIOLATION FLAG. AND, OF COURSE, TO THE FRIENDLY MORTICIANS, PEOPLE ONLY PASS AWAY. I AM REMINDED OF AN OCCASION OF THE DEATH OF A PARENT OF A FRIEND WHO HAD HIS LITTLE DAUGHTER WITH HIM AT THE FUNERAL HOME AND SOME BEREAVED FAMILY FRIEND WALKED UP AND SAID THEY WERE SO SORRY TO HEAR ABOUT THE MOTHER

PASSING AWAY TO WHICH HER GRANDCHILD PROMPTLY RESPONDED, "WHAT DO YOU MEAN PASSING AWAY, SHE DIED." THE INNOCENCE OF YOUTH HAS A WAY OF PENETRATING THIS JARGON. I HAD SAID THAT THIS WOULD NOT BE A DIRTY PAPER; HOWEVER, I MUST PASS THIS ON. RECENTLY A FRIEND'S FIVE-YEAR OLD SON WAS HEARD TO SAY THE WORD "HELL" AND THE CHILD'S MOTHER PROMPTLY SAT HIM DOWN AND EXPLAINED TO HIM THAT THAT WAS NOT A GOOD WORD, TO WHICH HE RESPONDED, OH IS IT WORSE THAN "SHIT". SEEKING GUIDANCE HE THEN ASKED HER IF "SUMMER BITCH" WAS A GOOD WORD AND, OF COURSE, WAS TOLD THAT IT WAS NOT. SO, THEN HE SAID HOW ABOUT "WINTER BITCH".

"HAVE A NICE DAY." THIS EXPRESSION HAS TAKEN THE NATION BY ITS THROAT. "GOODBYE" SOUNDS TOO FINAL. "SO LONG" IS TOO CASUAL. "TAKE CARE" AND "TAKE IT EASY" ARE PASSE; "KEEP THE FAITH" AND "PEACE" ARE NOT SUFFICIENTLY IRREVERENT; "BE WELL", "BE GOOD" AND "GOD BLESS" NEVER MADE IT INTO A WIDE CIRCLE. PERHAPS BECAUSE OF A RECENT AVERSION TO WELFARE, "FAREWELL"-- THE MOST POETIC OF REMARKS OF PARTING SEEMS OVERBLOWN.

WHAT THEN DO WE SAY TO SOMEBODY AS WE TAKE OUR LEAVE? UNIVERSAL ANSWER: "HAVE A NICE DAY." A RECENT CARTOON SHOWING A MINISTER PRONOUNCING A YOUNG COUPLE TO BE MAN AND WIFE ADDED: "HAVE A NICE DAY." TELEPHONE COMPANIES INSTRUCT OPEATORS TO SAY IT IN A SMILING VOICE AND THE MESSAGE IS PRINTED ON DOORMATS. HEATEDLY, THE WATERTOWN NEW YORK DAILY NEWS EDITORIALIZED: "WE HAVE FOUND IT ON GREETING CARDS, ON COCKTAIL NAPKINS, ON MATCHBOOKS, ON MENUS, ON BALL-POINT PENS, AND EVEN IN CHURCH BULLETINS. WE ABSOLUTELY PROMISE, VOW AND

AFFIRM THAT WE WILL DO OUR BEST TO HAVE A NICE DAY EACH AND EVERY DAY FOREVERMORE, IF PEOPLE WILL ONLY STOP TELLING US TO DO IT. REJOINDERS SENT IS BY IRATE READERS INCLUDE "THANK YOU, BUT I HAVE OTHER PLANS"; A PLAINTIVE "TOO LATE"; A CYNICAL "HOW MUCH DOES ONE COST?" AND AN IMGAINATIVE "I'LL TRY, CONSIDERING I HAVE BRAIN SURGERY THIS AFTERNOON."

A COURTLAND NEW YORK NEWS DIRECTOR RECOUNTS AN EPISODE THAT TOOK PLACE IN A LOCAL COURTROOM AS THE JUDGE SENTENCED A MAN RECENTLY CONVICTED OF ROBBERY: "THE JUDGE COMMITTED THE MAN TO THE AUBURN STATE PRISON FOR A TERM OF SEVEN TO TEN YEARS. AS THE WEIGHT OF HIS WORDS SANK IN, THE JUDGE FIRED THE PARTING SHOT: 'YOU ARE HEREBY REMANDED TO THE CUSTODY OF THE SHERIFF'S DEPARTMENT FOR DELIVERY TO THE CUSTODY OF STATE OFFICIALS. HAVE A NICE DAY.' THE MAN ALMOST SANK TO HIS KNEES. THE PHRASE HAD WORKED ITS MAGIC."

IN CLOSING I WOULD LIKE TO SAY THAT WE ARE QUICK LEARNERS, HAVING MAJOR CONFRONTATIONS, CONSULTING IN DEPTH, SATISFYING TARGETS, GIVING THE SCORE SITUATION INSTEAD OF THE SCORE, FLAUNTING INSTEAD OF FLOUTING, MAKING AN EFFORT TO TRY, SUBJECTING CLOTHES NOT TO WASHING BUT TO WATER PROCESS TREATMENT, DESCRIBING THE WAY PEOPLE TALK AS THEIR CONVERSATION CULTURE, AND, IN PRESTIGE PROJECTS, DESCRIBING SWIMMING POOLS AND PLAYING FIELDS AS LEISURE COMPLEXES. WE ARE ALSO CALLING FOR ACTION ON A BROAD FRONT, PARTICULARLY IN AREAS OF CULTURAL DISADVANTAGED; MAKING CONTROVERSIAL RECOMMENDATIONS AND ADVOCATING CONTROVERSIAL TEACHING METHODS; HOLDING MAJOR OFFICIAL INQUIRIES;

LAVISHING EACH OTHER WITH GIFTS; DISCUSSING THE COUNTRY'S INTER-
VENTION CAPABILITY; ISSUING CONSULTATIVE DOCUMENTS; LOOKING ON
WITH APPROVAL AS THE DISADVANTAGED CHILDREN VERBALIZE TO THEIR
PEERS; TRANSMUTING GUEST STARS INTO SPECIAL GUEST STARS; AND
SETTING PRECONDITIONS, THAT SOMEHOW SURPASS CONDITIONS AND
WHEN THEY NUMBER MORE THAN ONE, THEY BECOME PACKAGES. THIS IS
THE BOTTOM LINE AND NO DOUBT I WILL BE GREATLY IMPACTED BY
YOUR INPUT;

PAUL K. TURNER
Dec 3, 1981