4-4-1984

April 4th 1984

CSUSB
New Office Building Approved

The college proposal to make a faculty office building the next addition to the campus received the support of the CSU Board of Trustees, meeting Wednesday in Sacramento. The request, to include $128,000 for preliminary plans and working drawings for a faculty office building, was submitted to the Assembly Ways and Means Sub-Committee II by Bill Leonard. The request to substitute this building for a previously submitted Theater Arts Building also received the strong endorsement of our other legislators, Terry Goggins and Steve Clure, said President Anthony H. Evans.

The college's original request for a Theatre Arts Building was not included by the governor in the budget he submitted to the Legislature. With the support of the Cal State Board, the college has withdrawn this project in favor of the office building. The proposed building would contain 81 faculty offices, 21,567 square feet, in two stories to be located slightly southwest of the Physical Sciences Building. The structure would be the first phase of the future Health Science Building and would be designed to permit later addition of classrooms. The goal is to have the first phase completed in August 1987.

"The new building will make it possible for us to meet the needs of an increasing student body by providing offices for additional faculty and by freeing spaces that have been temporarily converted to faculty offices," said President Evans. It also would permit the college to remove three trailers located behind the Student Services Building.

Cal State Hosts Open House

From the desert to the sea—from a camel to a whale—and from the arts to the sports, a burgeoning range of activities is being planned for the college Open House Saturday April 28.

The whale, a microcomputer-controlled facsimile of a 22-foot whale, is part of the ME Festival (Microtechnology for Everybody), which is being held Friday and Saturday, April 27-28. The real, live camel is being brought to the campus under the sponsorship of the UniPhi Club to provide rides for visitors. Proceeds will benefit projects for the handicapped.

Equally untraditional sights on the campus may include an army Huey helicopter, fire apparatus and vintage autos.

Favorite events from past Open Houses which will return this year include the children's art fair, the raku luncheon, demonstrations by art faculty, the chili and pie baking contest, the major exhibit in the Art Gallery and the sale of student art works.

Sports activities, centering around the Physical Education complex, will include softball, tennis and soccer plus the Heart Association's 5-10 K runs open here in the morning.

Numerous other demonstrations and exhibits are being planned by the Open House Committee, chaired by Dean of Students Peter Wilson. Frank Slaton, manager of the Computer Center, is arranging the ME Festival and its related events.

We anticipate the Open House will be fun and interesting," said Dr. Wilson. "The committee encourages students, faculty and staff to put the date on their calendars and plan to take part in the festivities." Most activities will occur between 11 a.m. and 4 p.m., although ME Festival exhibits will be open until 6 p.m.

Financial Aid Options

by Betty Lou Massey

Are you low on cash? A college education is expensive, but there are many monetary resources available to students.

The numerous financial aid programs available include Pell Grants, Guaranteed Student Loans, and Supplemental Education Opportunity Grants, just to name a few. Which programs and the amount of aid a student receives for a given academic year are determined by the Student Aid Commission and based upon individual needs.

"Most forms of financial aid are obtained by first submitting the Student Aid Application for California (SAAC) to the Student Aid Commission, where individual student financial needs are evaluated," said Rita Cohn, financial aid advisor at Cal State. Pell Grants are available for undergraduate study. The amount received annually may range from $200 to $1800, determined by the total costs of education and the student's enrollment status. Undergraduates working on their first degree, carrying at least six units and making satisfactory progress toward completion of their course of study may be eligible for the Pell Grant.

College work study programs allow students to engage in employment on campus, thereby contributing to their educational expense. "The Federal Government supplies all work study monies, and jobs are obtained on a first-come, first-serve basis," said Cohn. Also available are privately-funded scholarships ranging in value from $500 to $1200 yearly, averaging between $500 and $600. Scholarship applications must be accompanied by two letters of recommendation submitted by a professor or counselor, as well as a short autobiographical statement by the applicant.

The Educational Opportunity Program (EOP) extends beyond the area of financial aid, offering multiple supportive services to the students at Cal State who have been at a disadvantage either financially or academically. Students demonstrating the potential for success in college, but not meeting the regular admission requirements in test scores (ACT or SAT), are given special individualized help through...
Recently, the California State San Bernardino Accounting Association sponsored speaker Walt Bauman of Becker CPA Company in Los Angeles. He spoke on Stress and Interviewing Techniques. Mr. Bauman, who has been an accountant for 14 years, graduated in 1969 from Long Beach University.

"What do I do now that I have 164 units in Accounting?" he asked, posing a hypothetical question. He said the first step is getting an interview and getting ready for it, "be prepared and try to talk like a professional," he said. One important question interviewers ask is, "What do you know about our company?" Bauman suggested that you take about fifteen minutes and explain your career goals and what you want to do. What are some other things that the interviewer looks for, "He looks for confidence," Bauman said. "The resume makes it interesting and may get you the interview, but the real need is a good command of communications skills. Externally, your resume very carefully before submitting it," he suggested.

"On the date of the interview, dress professionally," he said. "Look out for the high stress questions. "Who do you like better, your mother or father?" The interviewer will be watching you reaction and poise. Show a positive attitude. Be witty in your communication never let rejections take over," Bauman said.

Bauman’s presentation concluded with a question, "early in the class. Should you bring in things into the interview room such as paper and pencil for note taking? No, pen or paper are neither positive nor negative," Bauman said.

Bauman’s company, the Bausman CPA Company, at 15700 Ventura Blvd. Encino, California 91430 provides accounting services in Los Angeles and other California locations. The booklets are available free on request.

**NEWS BRIEFS**

**Phi Kappa Phi Nominations Announced**

Recently extended to 162 students eligible for membership in the Honor Society of Phi Kappa Phi. Founded in 1897 at the University of Maine, Phi Kappa Phi is the oldest and largest academic honor society in the country with chapters internationally. Currently, there are over 400 chapters comprising over one million members on over 2,000 campuses worldwide.

The annual Installation Banquet for nominees deciding to join the Honor Society will be held in early June. Dr. Frances Berdan, one of two CSU Professors of the Year for the 1982-83 academic year and internationally recognized anthropologist, will be the featured speaker.

**Claudine Carlson to Sing April 7 in Recital Hall**

Claudine Carlson, meso soprano, will sing Saturday, April 7, in the Recital Hall of the College of Education. She is a guest artist performance of the Music at Cal State series, will begin at 8:15 p.m. A long-time resident of the United States, she has appeared with many leading orchestras and choral ensembles including the Symphony, New York Philharmonic, the Philadelphia Orchestra and the Los Angeles Philharmonic. She has given recital and opera performances in French, German, Russian, Italian, Spanish and English.

Tickets, at the door, are $5 general and $2.50 student and senior citizen.

**Finance Association**

On April 5th the Finance Association will be sponsoring a seminar on "Competition in the Financial Markets." Speaker will be Dr. Fred Weston from UCLA.

Applications are available at the Recital Hall of the Creative Arts building. A wine and cheese reception will follow.

**Sociology Club Offers Scholarship**

The Sociology Club will award $1,000.00 scholarships to a senior student majoring in Sociology, Human Services, or Criminal Justice. The scholarship will be awarded based on academic achievement. Applications are available at the Sociology Department, AD-183. Application deadline is May 1, 1984.

**Legal Aid Clinic For College Students**

Riverside-Local college students can get low-cost legal help by clinic scheduled April 12 at the University of California, Riverside.

The clinic, set for 2:30 to 5 p.m. in Room 1101 of Library South, is part of a continuing series of clinics sponsored by the campus’ Graduate Student Council. For a $10 annual fee, UCR undergraduates and other college students from Riverside-San Bernardino can obtain consultation, emergency assistance, and referrals from volunteer attorneys. The sessions are offered at UCR the second Thursday of each month through the College Legal Clinic, a network of ten institutions in which UCR participates.

More information is available through UCR Career Center, Room 3740. The other participating schools are UC Irvine and Cal Poly Pomona.

**Michael Anderson to Private Industry**

Michael W. Anderson, who has been executive dean for college relations since last August, has left the college and is entering private industry. A national search is being conducted for the new executive dean. Dean of Students Peter A. Wilson will head the search committee. Faculty Senate constituent groups are currently electing representatives to this search committee. Pending the associate vice president for academic resources.

**Unique Awards Program for Summer Research in the Humanities**

The National Endowment for the Humanities has announced a new $100,000 program for individuals under 21 to spend a summer carrying out credit humanities research projects. The Young Scholars Program will award up to 100 grants nationally for outstanding research and writing projects in such fields as history, the arts, and the study of literature. These projects will be carried out during the summer months of 1984.

For guidelines, write to: Young Scholars Guidelines CN, Rm. 426

**Canoe Race**

The Fourth Annual Intramural Canoe Race will be held Friday, April 6, at 1:00 p.m. at the College of Science and Technology. The racers will be making their way down the San Bernardino River, beginning at the Didlake-Oranilla Regional Park. A wine and cheese reception will be held after the race.

For more information, contact the Intramural Office at 877-7564 or 7565.

**Making History**

**Financial Aid**

The project will have many benefits said Dean Buchen, "Students will be receiving their first exposure in interviewing and writing history. The community will also benefit because what these people know will be shared through Chuck Palmer of the San Bernardino Sun." Students are reminded that with the increase of college students, the amount of funding available has been reduced, and those who apply for financial assistance are more likely to receive their maximum benefits.

More information regarding financial aid may be obtained from the Financial Aid Office, located in room 14 of the Student Services Building, Monday through Fridays between 6 a.m. and 5 p.m.
Preparing for a Career

"Would you buy a hot dog from these people?" Over one-thousand Cal State students have.

by Greg Timpany

Of the many reasons for going to college, one of the most popular has got to be "preparing for a career." Everyone who is a student, we are making "preparing for a career." However, most employers like to see students gain hands-on experience as a supplement to classroom learning. An excellent way to gain that additional experience is to join a student organization. These organizations provide students an opportunity to meet business professionals, go on educational fieldtrips, and work on research-oriented projects. They also give students the opportunity to meet new friends. These organizations create an environment that is conducive to professional and social growth.

This quarter the Cal State Marketing Association (CSMA) is putting together a program centered around Career Development. The CSMA is open to students from all majors. Not only will you learn more about the field of marketing, but you will learn how to market yourself more effectively. This could be the key in beating out the competition in the job market.

The quarter's first meeting will take place on April 5 at noon in the Senate Chambers. On the nineteenth of April there will be a resume writing workshop in the Senate Chambers. If you are interested in bettering your chances in the job market, and would like more information about the CSMA, contact Mitch Slagerman at 887-7718.

THE RUSH IS ON

by Greg Timpany

If you are a business or economics major and you would like to get more out of your studies, then Alpha Kappa Psi has an alternative for you. A.K. Psi is the nation's oldest professional business fraternity. It is open to men and women who are Business Administration or Economics majors.

Humans, especially college students, are social creatures, Alpha Kappa Psi has an active social calendar planned for the Spring. Kicking off the quarter is the Rush Luncheon on April 12.

SUMMARY

In the Student Union

HAPPY HOUR: Mon., Fri. 4-6 p.m. (For Ladies Only) noon to 6 p.m.

FOOD

BURGERS

PIZZA

BURRITOS

HOT LINKS

FREE POOL MON.—FRI.

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GET INVOLVED!!

GET INVOLVED!!

Time is running out!

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FOR MORE INFO—CALL 887-7494

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AT THE A.S.

BOOK CO—OP

M—TH 9:00 to 7:30

In the Student Union
Faculty Epidemic

It is quite evident that the students in our school have no control over the health of other students in the classroom. We all have a duty to keep ourselves healthy and if we are ill and are vehicles of a transmittable germ, we should warn the students and other members of the faculty that they are in possible danger of impairment to their physical well-being.

These questions and others were raised in a recent meeting of the staff of this publication concerning some information received recently. On Tuesday, March 8th, the Chronicle received confidential information from a nurse at the Campus Health Center that many of the faculty, especially from the Physical Education Building, were paying frequent, secret visits to the health center. The nurse, who’s name she requested be kept confidential, said she felt obliged to phone the office of the Chronicle because “I feel students should be aware of what’s going on.”

She explained further that nature of the complaints of the instructors had and how the symptoms fall into a common category that “could have some serious side-effects should complications arise.” When the Chronicle asked if the students were in any kind of danger she said yes, the symptoms of which they complained define a physical anomaly that is transmittable in public places, especially in the Physical Education Department. The nurse also refused to give names of the affected faculty members that allegedly “sneaked” into the offices of the Health Center. Even the secretaries were kept from knowing about the appointments, she told the Chronicle. “I really felt it important to take the step in calling,” she concluded, “not strongly suggesting anyone planning on using the showersing facilities in the Physical Education Building that they bring a fresh can of Desenex powder and that they wear protective glasses the whole time showering to keep the Athlete’s Foot under control.”

I.L.L. Gains Momentum

Members of the International Lethargic League, wake up! Idle Industries has just sent out its yearly newsletter (miracles never cease) and has informed us of the league’s mascot. The only animal they could find that showed our characteristic lack of vigor and our spirit of indolence is the three-toed slooth. This anima is “very lazy and sleeps 23 1/2 hours a day (between naps) and the other half hour is spent eating, of course; however that is optional.”

If you feel like it, you can send away for a free T-shirt you get with your lifetime membership ($10.95). The address is Idle Industries, P.O. Box 3252, Ventura, CA 93006 (a legit company and address, folks). The shirt comes “complete with instructions” and “shows you are an I.L.L. Team Captain (there is only one player per team so you have to be the Captain—couldn’t get any more members than that together at one time anyway).” Try not to forget to include your T-shirt size. “They only come in one color, denim blue (it was easier that way, besides it doesn’t show the dirt so you won’t have to wash it so often).”

Finally, in this brief newsletter, we were informed that there will be no lethargists competing in the upcoming Olympic Games (no one showed up for the tryouts).

Lastly, forget about the field trip. The plans are just too much of a hassle.

NEW COACH

We have a new basketball coach here at Cal State. Rock Roach, the famous coach, has been working with a group of players in order to form a team to represent this campus in inter-collegiate sports. Coach Roach reports there has been tremendous improvement since he started working with our men.

“Before I got here,” the Coach explained, “these guys couldn’t even dribble.” But through hard work and true team spirit, this initial barrier was soon overcome. “Now they dribble—all over the place. It does my heart good to see these boys dribble.”

I see them dribbling in the men’s room and outside the girls locker room. I’ve even seen them dribbling at the water fountain.

It is quite an honor that Coach Roach came to Cal State since he gave a thriving business to do so. The Coach told me, “I had a catering truck business to do so. The Coach explained, “Before I got here,” the Coach explained, “these guys couldn’t even dribble.” But through hard work and true team spirit, this initial barrier was soon overcome. “Now they dribble—all over the place. It does my heart good to see these boys dribble.”

I see them dribbling in the men’s room and outside the girls locker room. I’ve even seen them dribbling at the water fountain. Roaches were all over this city.” He also gave up his nationally advertised chain of Roach Motes, and as a result, sports-fans, that we can keep the good coach and that he doesn’t get fed a lot of garbage by the administration.

CLASSIFIEDS

Need english tutor, fone 123-4567.

Mothers, Inc. House calls. Will do everything but cook, clean and do laundry. Consolation, advice and cleaning your room looks like a cyclone-hit ego boosters. No calls past 6 p.m. (it’s past your bedtime).

Things going well? Are you finding life and career with incredible ease and happiness? Looking good? Look again. Nitpick Unlimited is dedicated to opening the eyes of unfortunate people like you. Our services are guaranteed. We will find something wrong with you. Call 222-2222.

Free car wash for beer and tomato. Call 333-3333.

Personal: Warm, exuberant, unfailing person desires someone who won’t shatter the myth. 834-2500.

Roommate wanted: any undeserved, sloppy and nosy male, female, dog or cat agreed to share a two-roomed barn in Barstow at a reasonable price. Call Joe’s Gas Station and leave a message 321-2012.

Ever need a paper to have that sloppy look? If you answered yes, then the Unprofessional Typing Co. is just for you. The inexperienced typos here have never typed a paper before, so better contact them as early as possible. Guaranteed satisfaction at an outrageous price. Call 550-
**Campus Endures Reign Of Terror**

by Hortense Hiller

Unbeknownst to most of the Cal State community until now, last Sunday, the first of April, marked the end of a reign of terror which gripped the college for an entire week. The cause of the damage to the campus, which has been estimated at over $21,972, was not the usual barrage of 60 mile an hour winds, nor a riot of students celebrating the end of winter quarter finals. Horrifyingly enough, the cause of this damage, and the ensuing attempt by college officials to cover up the story, was an attack upon Cal State of gophers over 75 feet tall.

The first cause for alarm was when a car driven by Mrs. Myra Typo, Secretary to the Dean of Illicit Student Affairs at Cal State, fell into a huge chunk hole in the middle of the parking lot on the west side of the campus. After an unheard Mrs. Typo and her 1961 Chevy were rescued from the hole, it was discovered that this was no ordinary chunk hole. Further inspection revealed several half-eaten trees, a red Volkswagen, two picnic tables and a steel backstop measuring twenty feet long and five feet in width. Beside the picnic tables, a huge bicuspid tooth was found, and identified as that of a gopher.

Immediately following the discovery of the evidence, an urgent call was placed to Dr. Wattarat from the Dean of Illicit Student Affairs at Cal State. After an unharmed Mrs. Typo and her team of RATS specialists arrived at the scene, eleven of the fifteen hostages were released. Estimates as to how the gophers managed to squeeze through the largest of the enormous holes left in the grounds of the campus, are adequate concerning the poor quality of "That Hilarious Hare" dialogue. Although it is known that the team of RATS specialists was able to get rid of the gophers much faster than they did back in 1959, with the gophers taken care of, the only major problem left for school officials is trying to fill in the enormous holes left in the grounds of the campus. Several suggestions have been submitted as to how the holes and tunnels can be put to good use, including ideas of bomb shelters and cross country paths for next year's running teams. But the Cal State administrators will not make a decision on exactly what will be done until the fall.

the animals into following them with their music. Dr. Wattarat decided to rent a man dressed up in a rabbit suit that resembled a gopher to try and lure the rodents away. The man inside the suit, Mr. Murray Murphy is a delivery man for a local grocery company. The huge gophers chased Murphy into the brush area surrounding the college, and eventually led him to the aqueduct. The unsuspecting gophers were hit with a huge wall of water that had been ordered turned on by Dr. Wattarat, and the gophers were washed away.

With its pitiful writing and adequate acting, the only redeeming quality of "That Hilarious Hare" is that once again time job of scenery done by the Looney Tunes art staff. The nature scenes that always serve as a backdrop for the rabbit's antics are vibrant, yet subtle enough not to take anything away from the action. It is too sad that the very talented art staff at Looney Tunes is so confined in doing these tired old episodes. The production company and ABC should finally realize that these episodes are worn out and that the television audience would be better off watching the old episodes that have become such classics. On the Mary Franklin Scale "That Hilarious Hare" gets a lowly 3. As Elmer Fudd would say, "Sowwy!"

**T.V. Review: Why Bother?**

by Mary Franklin

Since the first remake of the movie "Jaws" a few years ago, Hollywood has rolled out a seemingly endless number of mostly poor-quality sequels to popular film. Television is no immune to the desire to capitalize on past successes, the small screen has also spewed out countless remakes, sequels and spinoffs. One such example is the king of repetition and redundancy himself, Bugs Bunny.

ABC airs the much hailed show and long awaited 3087 episode of the hit battle between Bugs and Elmer this coming Saturday morning at 8:00 A.M. While the episode's producers, Looney Tunes Art Inc., claimed tens of dollars promoting the new release, it is this critic's opinion that the production company should have saved their money and spared the TV viewers the agony of having to sit through another pointless, unfunny saga of that rabbit's adventures.

"That Hilarious Hare" is neither hilarious nor the least bit entertaining. The opening scene is a shot of a park ranger putting up the old "Rabbit Hunting Season" sign, and from that moment on, anyone who has seen any Bugs Bunny episode can tell what the plot and outcome of the story will be. The writers have failed to introduce any new slapstick scenes, and the dialogue is totally predictable. I counted fifteen "What's Up Doc?" remarks alone in this four minute episode!

The performances put in by Bugs Bunny and his nemesis Elmer Fudd are adequate concerning the poor dialogue they must work with. But Bunny's character is never allowed to reveal any other side to himself than the foxy, flinty character we always see. Mr. Fudd does another top-notch job of acting, though his many years on the show are obviously catching up with the veteran actor, and it is unfortunate, but clearly evident that the director had to use a stunt double for Fudd in the chase scenes.

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**PICTURE NOT AVAILABLE**

**Handcrafted Mannequins Are Now On Display In Student Art Gallery 3.**
Canada's Bear of Beers is here!

Down from the North Woods of Canada comes Grizzly Beer. Not just another Canadian beer, but a rare breed of brew. An authentic Canadian lager—naturally aged, so it's remarkably smooth. With a flavor no other Canadian beer can stand up to. The bear of beers is here!
CLASSIFIEDS

Land For Sale: in and near beautiful Wrangell, St. Elias Park. One-half to 40 acres. Enclose a stamped self-addressed envelope and write Adina B. Knattz P.O. Box 1318, Chitina, Alaska. 99566-0026. 4/4

Professional Typist available to do all your college papers. Reasonable rates. Call 882-6502. 6/6

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IF YOU ARE AS SICK of cute heart bumperstickers as we are, you'll want to show the world how you feel. Send $1.00 for sociological essay on why people buy bumperstickers. For individual, personalized and bulk special orders, call (714) 753-9500. 4/25

WANTED: Creative, energetic individual to work consistently 2-4 hours per week, placing and filling posters on campus. Earn $500 or more each school year. 1-800-243-7070. 4/18


Female roommate wanted. House two miles from Cal State. $150/mo. plus utilities. Your own bedroom. Call 886-6777 evenings. 5/2

Professional Typing-Quality products, reasonable fee. Fast accurate timely. BM Selectric. Mrs. Vincent 882-5390 6/6

WANTED: Female roommate wanted. House two miles from Cal State. $150/mo. plus utilities. Your own bedroom. Call 886-6777 evenings. 5/2


For Intramural, recreational sports department and join the fun. Winners will receive prizes courtesy of Ford Motor Company. Ford is proud to sponsor this special event. We pledge our continued support of volleyball in your college intramural/ recreational sports program.

FORD BRONCO II

Aprl 4, 1984 Cal State Chronicle page 7

Street Hockey

"Gretzky's Puppies," Jay Alverson, Jim Anderson, Robin Bulloch, Dave Castellani, Annette De Jong, Wayne Dunham, Teresa George, Barbara Goldstein, Mike hallar, Leo Vasquez, Kim Weggland.

Racquetball Singles

Christopher Cooper, Sharon Sralcup

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Editorials

Issues That Will Effect Students

Several campus issues and news items will be of concern to students this quarter. The following are some of those facing students which will be covered by the Cal State Chronicle.

The Associated Students elections will be held April 18 and 19. The choice of candidates should be of major importance to all students as these elected students decide on what over approximately $100,000 in the student fees will be spent. These few students will make funding decisions on programs like the Book Co-op, emergency financial aid loans, the newspaper and yearbook, the health fair, speakers, Thursday night dances, committee for clubs, evening student programs and much more.

Another issue this quarter will be the final preparations for intercollegiate sports which will begin next fall. Selections for coaches are now underway.

Whether Cal State College San Bernardino will become Cal State University San Bernardino this academic year will be decided at the Board of Trustee meeting in late May. Although this change will not effect funding, it will have an impact on the perception and prestige of this campus.

Another news item of concern to students this quarter is the petition currently being circulated by Black History Week and Mecah charging that Associated Students is discriminatory in its funding of minority groups.

In 1948, Eric Blair, more commonly known the world over as George Orwell, wrote a book in which he described a society whose government communicated through the use of a language called Newspeak, which was a corruption of the English language, so that the meanings of words and phrases were changed. In this manner, the government controlled society by controlling information through language abuse. The Ministry of Truth, for example, was in actuality in ministry for lies and propaganda; the Ministry of Peace was a place where wars and tactics were planned. The year, and the book’s title, in which this scenario takes place is 1984.

Anyone who is even remotely inclined to consider the importance of language, and its usage among populations, is aware that we did not have to wait until the calendar year 1984 to see Newspeak become a reality. The year 1984 is the Orwellian prophecy which reach back to the very origins of language. Most are aware of such terms as “in a family way” or “trouble” when referring to pregnancy; these terms are at least 100 years old. But language perversion and corruption did not seem to reach maturity in the United States until the 1960’s.

Language and the Military

In the vernacular of today’s military, “police action” has replaced the more formidable word “war” when talking about battles, death and destruction. Police-action tends to infer a certain morality to war, and as just about everyone knows, war is the most immoral thing known to man. War is a reality and when addressing the military, military authorities tend to shy away from the stark realities of Anglo-Saxon descriptives.

During the “Southeast Asia Police Action” (translating: Viet Nam War,) it became fashionable, and necessary, in light of anti-war sentiment for military authorities to present the most dignified image to the public as was possible. As a result, executions and murder of enemy soldiers was known as “termination with extreme prejudice.”

Another term that enjoys popularity even today, as seen in the Military Science textbooks on this campus, is “neutralize,” this means to wipe out the enemy-to kill him. So next, to the military, kill is such an ugly and antiquated word. Neutralize seems to imply that the enemy will sort of melt away, or fuzzle out, like baking soda on acid. However, with the present threat of all-out thermal nuclear war, neutralize may indeed be the appropriate word.

Guest Analysis

Language and Society in America

by Dennis Hatcher

In 1948, Eric Blair, more commonly known the world over as George Orwell, wrote a book in which he described a society whose government communicated through the use of a language called Newspeak, which was a corruption of the English language, so that the meanings of words and phrases were changed. In this manner, the government controlled society by controlling information through language abuse. The Ministry of Truth, for example, was in actuality in ministry for lies and propaganda; the Ministry of Peace was a place where wars and tactics were planned. The year, and the book’s title, in which this scenario takes place is 1984.

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Language and the Military

In the vernacular of today’s military, “police action” has replaced the more formidable word “war” when talking about battles, death and destruction. Police-action tends to infer a certain morality to war, and as just about everyone knows, war is the most immoral thing known to man. War is a reality and when addressing the military, military authorities tend to shy away from the stark realities of Anglo-Saxon descriptives.

During the “Southeast Asia Police Action” (translating: Viet Nam War,) it became fashionable, and necessary, in light of anti-war sentiment for military authorities to present the most dignified image to the public as was possible. As a result, executions and murder of enemy soldiers was known as “termination with extreme prejudice.”

Another term that enjoys popularity even today, as seen in the Military Science textbooks on this campus, is “neutralize,” this means to wipe out the enemy-to kill him. So next, to the military, kill is such an ugly and antiquated word. Neutralize seems to imply that the enemy will sort of melt away, or fuzzle out, like baking soda on acid. However, with the present threat of all-out thermal nuclear war, neutralize may indeed be the appropriate word.

Politics and Language

Language is the life-blood of the politician. All any candidate or elected official need do is utter the wrong word and suddenly the world is plunged into crisis. Perhaps this is an over-simplification of the problem, but there are some recent examples of how language affects the outcome of elections, or how language is used in attempts to diffuse a political crisis. For instance, in the wake of the Watergate affair, the public became aware of things they had never before heard, such as “executive privilege” and “expletive deleted.” Translated, these phrases mean “I am better than you” and “cuss words.”

The use of euphemisms by politicians certainly is not new, nor is it restricted to Americans. Before and during World War II, Adolph Hitler, who was considered a master orator, used glossed-over terms such as the “Jewish question” to describe racial and ethnic hatred. That no one ever wondered why there was even a question is just as incredulous as its answer, the “final solution”—a pleasant way of saying mass murder and genocide.

GIRL SCOUT COOKIES! WHAT ARE YOU TRYING TO DO, KILL ME?!