

# 074: Creative Semantics Concept

## A Breakthrough in Jargon Generation

A few days ago, a friend gave me a 2½ inch by 3½ inch card called an "Instant 'Buzzword' Generator." This little marvel, distributed with the compliments of Honeywell Electronic Data Processing, has, to no surprise, two sides. On one appears directions for use, and on the other three columns each containing ten words numbered from 0 to 9. This latter side is the business side. The directions side reads, in part, as follows:

With it [*the Instant Buzzword Generator*] you can generate an almost endless variety of intelligent-sounding technical terms.

The technique is easy to use. Merely select a digit from each of the three columns . . . and combine the words opposite each number into your own technical jargon.

I tried it out, and in a matter of

minutes was able to generate such terms as *synchronized transitional projection* (767), *compatible third-generation time-phase* (886), and *parallel logic options* (350). Intrigued, I continued on and found that any three digit combination could open new vistas.

### Increased Professionalism!

Almost instantly I realized the appropriateness of this concept to the training field where the applications for jargon are far ahead of its production. Or is it the other way around? Oh, well we can always use new jargon. It makes us look so much more professional, and we are looking for ways to be more professional, aren't we?

I have, therefore, taken the liberty of adapting the *IBG* for use in the training field. Behold! It follows:

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*Column 1*

0. Creative
1. Extensional
2. Integrated
3. Interdisciplinary
4. Advanced
5. Dyadic
6. Parallel
7. Stochastic
8. Eclectic
9. Dynamic

*Column 2*

0. interaction
1. research
2. contingency
3. management
4. engineering
5. competency
6. communication
7. semantics
8. selection
9. sensitivity

*Column 3*

0. program
1. network
2. grid
3. system
4. concept
5. colloquium
6. policy
7. institute
8. experience
9. inventory

**Onward and Upward!**

The use of this device will make professional discussion simpler. When one training director tells another, "We just completed the first session of our new 505," his colleague will know that he means a *dyadic interaction colloquium*, and can reply, "I suppose that you'll evaluate it the same

way we did our 668."

If we all use it faithfully, we may have developed for our profession a revolutionary 466 to aid our 003 as we all work together for a more universal 294.

And, if it does nothing else, it will give us something with which we can fight back when talking to engineers.

Use it in good health.

## Chicagoan to Head Involvement of Business in Anti-Poverty

Sargent Shriver, Director of the Office of Economic Opportunity, has announced the appointment of Roger G. Bensinger, prominent Chicago businessman as a special assistant to head up an intensive drive by OEO to fulfill the Congressional mandate of increasing the involvement of business and industry in the War on Poverty.

Bensinger, 34, is president of the Community Resources Division of the Brunswick Corporation and will take a leave of absence to devote full time to his new OEO role, in which he will work closely with the Business Leadership Advisory Council.

Bensinger said he feels strongly that

the War on Poverty must be an all-out effort by every segment of the American nation.

"Part of the responsibility for solving the problems of the poor rests with American business and industry, which has the power to provide jobs and job training and has the skills needed in planning, organizing and administering programs to solve the problem," Bensinger said.

"While many businessmen already are participating with their local communities and with government, I feel certain that many more will welcome the opportunity to make a significant investment in our human resources."