Degree in Electronics

If you have wanted to earn a degree in Electronics but can't fit professional or personal plans to a classroom schedule there is a way.

An Associate in Specialized Technology Degree (AS) in Electronics Technology through independent study is now available. There is no need to attend classes—study schedule and pace depend on the individual. At the end of each semester the student sits for proctored exams, given at any selected convenient location. And, for those without equivalent documentable, practical experience in Electronics there is a 2-week lab residency session at Lafayette College, Easton, Pa., which rounds out the program.

The Electronics Technology Program is a 2-year, 30-semester degree format. It has been designed to provide men and women with the theoretical and practical knowledge required for careers in Electronics Technology. The balanced curriculum includes studies in mathematics, physical science, circuitry and electronics, together with related instruction in applied communication skills and elementary computer programming.

Emphasis is on practical applications. Test instruments provided include an oscilloscope and VOM. A digital-logic trainer, and other learning aids are also supplied for hands-on experiments.

Graduates will have the academic training necessary to understand and operate various types of electrical and electronic measuring equipment, perform tests, act as a troubleshooter, and do calculations on communications, digital and other types of electronic equipment; and assist design and development engineers in test setup and in prototypes and production tests.

Typical entry-level positions for which the graduate will be academically qualified include: Electronics Technician, Development-Instrumentation Technician, Electronics Communications Technician, Computer Laboratory Technician, Electronics Research Technician, Engineering Aid, and Field and Customer Service Engineer.

The Electronics program is offered by Intext, Inc., of Scranton, Pennsylvania, through its Center for Degree Studies which is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools and the Pennsylvania Department of Education.

For further information, request Electronics Technology AEC Brochure, from Center for Degree Studies, Oak St., Scranton, PA 18512, or telephone (717) 343-7701.

Films

R. B. Grover (New York) has published the Educational Film Index, a catalog which lists and describes all the films held by 50 member institutions of the Consortium of University Film Centers. Consortium members share films with each other and rent to others.

Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically set upon must inevitably come to pass.

—Paul J. Meyer, founder and president of Success Motivation Institute, a personal development organization with headquarters in West, TX.

It is a pleasure to serve as president of the Professional Communication Society when its members are so active. Our publications are on a regular schedule, seminars on writing and speaking are being held throughout the U.S. and in the U.K., and inter-society relationships have been forged. These and many more activities are helping PC teach skills to other engineers in IEEE and also to learn skills from other communities.

Our next recent project was the Practicum in Communication held at the request of the Richmond, Virginia Section. This was unique in that one two-day meeting featured working sessions on four aspects of communication—speaking, writing, interviewing, and taking part in a meeting. A pilot program, organized by Emily Schlesinger and carried out by Debi Whitaker, Carol Adams, John Phillips, and Ron Bieleck, the Practicum was called "an unusually helpful experience" by those who attended.

PC's other educational projects have been perhaps less innovative in concept but certainly not less successful. Ron Bieleck is so far scheduled to conduct writing workshops in Texas, Florida, and Colorado in 1978; he reports continuous enrollment and completions for our in-house course, "Technically—Writing."

At our first meeting of 1978, in Richmond, PC's Administrative Committee discussed, among other things, inter-society cooperation, ways to increase PC membership, and the concept of Area Representatives. PC belongs to the Council of Communication Societies, an umbrella organization of 25 industrial, educational, and government societies interested in furthering communication skills. The Society for Technical Communication is one that we continue to have close relations with; the two Societies send liaison representatives to each other's administrative boards.

To increase membership we are exploring advertising and personal contact methods. A total of 2000 members would seem to be a good working number, we now have over 1500. We are printing a new membership brochure and planning a publicity campaign. If you have any ideas, let us know, but mention a friend as a PC member.

One way we hope to expand is through Area Representatives. This is a new concept which asks volunteers in the U.S. and throughout the world to report on local happenings of interest, represent PC in business and professional groups, help with local arrangements for PC meetings, and publicize Society activities personally. Our goal is to have an Area Representative in each section of IEEE. If you are interested, contact PC's Vice President, Bertrand Pearmain, Stearman Chemical Company, Dobbs Ferry, New York 10522, or call him at 914-693-1200.

If you would like to work for the PC Group in any way let us know. A few are doing a lot of work to improve the Society's effectiveness, but we need more. Activities in which everyone can help include those which involve our Committees on Education, Membership, Meetings, Publications (Organizations and the Newsletter), and Publicity. Area Representatives, of course, can serve in any of these fields of PC interest. Let us hear from you!
Happy Past President gives briefcase of PC documents to thoughtful New President.

PRACTICUM in COMMUNICATION AND MEETING of AD COM

PC's ADCom met on the evening of March 16, 1978, In the Engineers Club of Richmond, Virginia.

John Phillips was named recipient of PC's Alfred H. Goldsmith Award for 1977, and the award itself, a silver dish, was presented to him. A similar presentation, long overdue, was made to Ron Ellis, who was cited last year as recipient of the Goldsmith Award for 1976.

John Phillips was elected chair of the PC's ADCom.

Ron Ellis reported that PC will present a three-paper session on technical communication at the Conference on Frontiers in Education to be held by IEE's Education Society in October in Disneyworld, Florida.

He also stated that 350 students have enrolled in our home-study course and 15 have completed it. Six writing workshops were held in March and those are scheduled so far for 1978. One of the latter will immediately follow the PTC Conference in Florida.

New Vice President begins to feel weight of official responsibility.

Computers Programs

The Education Group of IEE is sponsoring an Educational Software Directory. This book will list all available computer programs that pertain to electrical engineering education. In order to be listed, the program must be:

* written in a "standard" high-level language such as ARMS MINIMAX
* available within a reasonable time either free or at a charge to anyone who requests it, and
* of interest to electrical engineering educators and/or students.

As a preliminary to compiling this directory, the sponsors want to hear from anyone who would like to have a program listed. Please put on one page a short description of the program, including any required, media, availability, and a statement as to conformance with the three criteria listed above, and send this information to:

Dr. R. Della Torre
Department of Electrical Engineering
McMaster University
Hamilton, Ontario, Canada L8S 4L7

A helpful brochure, Typing Guide for Mathematical Expressions, by Barbara A. Slidell, is now available as a working tool for authors, editors, and manuscript typists. This guide offers preferred spatial relationships among the elements of mathematical expressions and equations. Superscripts, subscripts, summations, and more.


In a scholarly review (Technology and Society for June, 1977) Stephen Langer cited seven references and called Conference "an excellent and concise introduction to engineering ethics... and a source of new ideas and information for those already in the field."

Although the Conference was held three years ago, the transcript of proceedings seems to be still worth reading. PC-era may obtain it for $3.00 by sending name, address, and IEEE membership number with a request to ASEE, 349 E. 47th Street, New York, NY 10017 (non-IEEE members should send $6.00).
Technical Writing, the Professional Communication Society's Home-Study Course is still being offered. This correspondence course features personal interaction. Students will complete assignments to individual instructors, who appraise the work and return practical comments. Specific attention and example teaching help those with undeveloped writing skills to advance from a partial grasp to confident control of communication techniques.

Eleven "packages" cover such topics as audience and field-study reports, letter writing, job description, resumes, and technical articles. Students learn how to recognize communications that may be ignored or misinterpreted, and how to write messages that get desired attention and action. The course can be completed in about 3 1/2 months.

IEEE members may enroll for $60 (give membership number); non-IEEE members, for $109. Include $2 for handling and delivery. Send inquiry or check to IEEE Continuing Education 445 Hoes Lane Piscataway, NJ 08854

Plan Better
Report Construction, by Mary Fran Roehler, may be obtained from IEEE-PC Gail Chillemi Place, N.W. Washington, D.C. 20012

Prices are as follows: 1 to 10 copies, $0.00 each; 11 to 25 copies, $1.00 each; 26 or more, $1.75 each. Send check with order; at these prices, we cannot afford to bill.

This is a clear, concise, practical guide—on how to write, but on how to "build" a structure for conveying technical information.

Talk Better
Guide for Better Technical Presentations, by Robert M. Weissler, may be obtained from IEEE Press 345 E. 47th Street New York, NY 10017

Prices are as follows: Paperback, $7.95, to IEEE members only; clothbound, $11.95 to IEEE members, $15.95 to others. Send check with order.

This is an excellent collection of reprinted articles about how to present technical material to an audience—planning for effectiveness, perfecting delivery, using visual aids, etc.

Letter to the Editor
This will suggest to your readers a universal formula for writing letters.

The formula is:  
First paragraph—State the purpose. Second paragraph—Deliver the message. Third paragraph—Add necessary details. Fourth paragraph—Ask for action.  
Letters structured in this way are easy to write, easy to read, brief. The formula works for business and personal correspondence.

Try it.


[Note that the letter does exactly what it advises.]

Practicum at Richmond

The Practicum in Communication held March 17-19 in Richmond (Va) is an opportunity for PC and IEEE's Richmond Section was a great success. Attending managers, salesmen, technicians, and design and production engineers called it "a tremendous bargain."

Many of these "students" improved their communication skills and self-confidence noticeably between the beginning of the first session, when they introduced themselves, and the end of the fifth session, after they had participated in exercises which involved speaking, reading, writing, illustrating, commenting, and role-play.

Instructors in these sessions were Della Whittaker of Daniel Diamonds Laboratory (U.S. Army) and Carol Adams of Technical and Community College; John Phillips, Editor of The EMC Insider; and Ron Bing of Red River Community College (Winnsboro, Texas).

The Practicum is available to companies, private groups, professional organizations, IEEE Sections and Societies, and so on. A description of this innovative, many-faceted program appears in parts elsewhere in this newsletter.

There is no other communication course like PC's Practicum. Technical persons who "get their feet wet" in it are well prepared to learn the skills of communication more fully.

The Practicum teachers teach and self-confidence. Those who want sharper skills and more practice can enroll in PC's specialized courses and workshops, which use the same proven methods to teach the practicum modules in greater detail.

Official Documents

PC's two official documents—the Constitution and By-laws, and the Job Descriptions—have been recorded on magnetic tape for easy reproduction, revision, and re-issue. Copies have been sent to all ACM officers and are available on request to PC members—at-large.

To obtain them, write to PC's Publicity Chairman, Robert M. Weissler, X-Systems, Inc., Box 1595, Greenville, SC 29601.


Persons and organizations receiving this newsletter are invited to contribute and reprint material from it, provided that credit is given to the IEEE Society on Professional Communication and to the original sources cited.

Pearlman Elected

BERNARD P. PEARLMAN

Bert Pearlman, PC's new Vice President, has for the past 11 years worked at the Stauffer Chemical Comapan in Donna Furry, New York, first as Chief Electrical Engineer and, since 1969, as Manager of Design Engineering with responsibility for electrical, mechanical, civil, instrumentation, piping, and layout function. He has helped develop engineering standards at Stauffer, manages corporate metallurgy, and represents his company on the Engineering Advisory Committee of the Manufacturing Chemists Association.

A Senior Member of IEEE and a Member of the Society for Technical Communication, Mr. Pearlman holds patents on the elimination of magnetic field effects and on the use of lighted indicator switches.
Technology and the Quality of Life
by Newton A. Teixeira

It has become fashionable to attack Technology as an adversary of Nature, but in fact, technology is as much a part of nature as the tree made by coral animals, the hill made by an ant colony, and a dam made by a beaver.

I like the term "natural philosophy" which was the late-eighteenth century designation for what we now call science or technology. Since the roots of the word denote a "love of wisdom," natural philosophy should include not only the thoughts of "philosophers" or "lovers of one." Wisdom is not limited by the methods used to achieve it.

"Science" (to know) is really only a method through which one develops a hypothesis to explain a natural phenomenon, then devises an experiment to test the hypothesis, conducts the experiment, and then analyzes the results of the experiment to verify the hypothesis for further testing and so on. When the hypothesis is sufficient to accommodate past phenomena and survives many tests by many experimenters, it becomes a theory or a "law." Yet since it survives as a very well-documented and reproducible, the hypothesis should be a very welcome addition to our collection of knowledge.

This concept of Science and its growth are more acceptable to liberal religion than a dogma based only on "revelation truth." A reading of the history of science shows that the origins, missions, and survival of the fittest, the origins of species, the inter-relationships of time and space and of matter and energy can be as much a revelation as the hypothesis eloquently discussed in Genesis.

The problem that we attribute to technology are usually mis-applied solutions to other problems. This process of problems engendering solutions which in turn develop into new problems may be thought a fundamental sign of life and one of the grandeur of Nature.

Life and death are inseparably woven together. Life as we know it cannot exist without death as we know it. Were it not for death, life on earth would probably be limited to the original single-celled plant form. Pollution is not only a sign of life; it is also a source of life forces. Had the great plant stages of earth-life not polluted the atmosphere with its corrosive and contaminating waste products, our own animal life as we know it could not have evolved. Without animal life and its current product, the human, who would sing the praises of Creation?

So the waste matter, oxygen, carbon from the plants created the oxygen which we breathe to this day. During Genesis I, now human technology threatens the existence of this primitive plant life which was created by the creation of the plants. This development in turn threatens to make the human species extinct—perhaps a kind of ultimate war between some other species adapted to the new environment.

In one possible scenario, this evolution of the waste matter could result in a new species, a new kind of animal, perhaps one of the most destructive and the most intelligent on the planet. This new creature would have to adapt to the new environment.

As a side note, it seems that if the new layer were to be removed from the ocean, there would be a resulting drastic increase in the rate of skin cancer some, its inhabitants."

Practicum II

PC's Education Committee offers the Practicum in Communication to stimulate interest in writing and speaking at both art and science.

Engineers and technicians are not only objective thinkers and serious professionals but also enthusiastic. Sometimes, however, they feel insecure about expressing their ideas in formal reports and presentations.

PC's Practicum in Communication has been carefully planned to counteract such feelings of inadequacy. It increases the confidence of participants in their ability to communicate and improves their knowledge of available techniques.

Practicum III

PC's Practicum in Communication helps technical people get ideas across and understand that communication techniques can be learned.

Practicum IV

PC's Practicum in Communication is available for groups of no less than 10 and no more than 60 participants. The cost of enrollment varies from $75 to $95, depending on the number of those in attendance. The course can be given for any sponsoring group that has facilities for personality and teaching.

To find out how your IEEE Group/Society or Section, your company, department, or other organization can take advantage of this new and unique opportunity, write to

Ron Riege
Box 151, Station C
Winnetka, Illinois
CANADA 83M 397

or telephone him at 204/632-2289 (day)
204/632-4389 (evening).

Doffynions

Back talk: Football language

Lawsuits: Policeman's uniform

Skunk's: Carpenter's wage

Confetti: Fly paper

Inexpensive cologne: Common scent

Ring Scouts: The have-knobs

Mirror: Looking unknown

Sleet: Slip over

Doxology: Hymn to heaven

Museure: Man who needs customers

Diplomacy: The art of letting someone have your way

Superlative

Most commonly used words in English

Most beautiful words in English

Worst-sounding words in English

the
China
augh

dawn
golden
dawn
lullaby
glass
lullaby

eclipsed
phallic
emollient
plumbing

break
training
yuck

—From which, Vol. 1, No. 3, 1977

4
In the "Front Runners" feature of Saturday Review for April 4, 1978, an item headed "Bad Show on Mill Street" begins as follows (p. 3): "Britain's city desk editors now have official proof of what they've suspected all along—that British schools aren't teaching the students the queen's English. Recently, a journalism council tested 578 eighteen-year-olds from the northeast to check on their command of the language. Only one in six passed the test. When asked who had 'the most difficult time,' one hopeful came up with: 'Mr. Harris, the leading Soviet diplomat, was arrested today.' Another produced this sparkling: 'The shareholders are angry that the dirigist is so low.'"

"One editor remarked, 'A journalist who cannot understand words is like a bricklayer who cannot mix cement.'"

Another "job-teaching of ceremonial English may be necessary."

If you know that "wurm" was an old name fordragonfly, you will recognize this picture as the likeness of a book worm. The Arizona State Council of the International Reading Association publishes the yellow, red, and green creature as a poster ($2.50 each). Send orders with payment before July 1 to Dr. Melita McEwan, Department of Reading, University of Arizona, Tucson, Ariz. 85721.

---From Reading Today (March 1978), newsletter of the International Reading Association.

In addition to our home-study course and writing workshop, PC offers the two-day Practicum—another opportunity for sharpening communication skills.

PC's Practicum in Communication is something new in continuing education—a learn-by-doing combination of instruction in interpersonal communication with "hands on" instruction. Special activities have been designed by experienced teachers to strengthen the personal and professional talents of engineers and technicians as communicators.

Classes are limited to 15, so that each individual can be advised by professionals, encouraged by his peers, and improved by personal effort. Everyone receives three hours of guided participation in each of four types of communicative activity:

Speaking—in and to a group
Writing/Writing—requesting, drafting, and composing reports; "correcting" one's own reports and those submitted for approval
Interviewing—to apply for a job, fill a position, analyze a function
Meeting—informal and formal introductions, influencing, presenting, presenting, participating

To take one's own measure, we can think of a famous growing with grandiose ideals on an uninhabited bush is a theater marque; it dies without a trace when the dark bulb lights up again. If we take this view of
time, then we cannot be so presumptuous as to suppose that we have begun the experiment; we are discovering permits us to firm our ideas, they will be within the experiment and part of the process of the question. If one of the experimental organisms is allowed to think, permitted to attempt to second-guess the experimenter? What might happen then?

"Without a prior declaration, some form of life did escape the earth. Maybe it will come back, to con
inue or start over; perhaps it already has.""""

"Dust in the eye is the evil thereof," vont the King James version in earl tones. "Sub-
sequent dust in its life span, says the evolutionist. Give me more time, says the human, for
myself and my species; we have dreams yet to dream and last night's dreams are still not realized. And the post sings,

I have promised to keep
tow and miles to go before I sleep.

In the long view, it is almost impossible to dis-

guish between a problem and a turning point. Look
comes when preparation meets opportunity," someone has said. It would be very difficult to persuade a person who is sick with yellow fever or malaria to think it better for the world that he should die than that insect life, and thus fish and birds, should be endangered. The same
teaching that evicted the lives of earlier potential
crime created today's confusion about insecticides. We choose to override the cure and created a new problem.

The same technique that reduces the death rate also permits us to eliminate an unnecessarily high birth rate. We choose that it shall be the former but not the latter.

The same technique that provides agricultural chemicals to eliminate famine also enables us to con-

"roll the productivity of any given area. By choosing not to interfere, we permit American farmers to overcome the productivity of relatively cheap fertiliz-
er, let the excess run off, and thereby pollute the waters of the earth.

The same technique that provides machinery to make expenditure of the grandmother who lives alone possible, to provide a high level of culture without Greek helots, medieval serfs, or enslaved laborers also permits the manufac-
turing of quality, multiple-variety essentials for all. We choose instead to waste our productivity on meaningless research.

The same technique that provides the facilities and the ability to provide mass education also facilitates the achievement of high standards of literacy and art-
istic communication because instead to devote too high a fraction of this capability to the limiting of compe-
titive success, we are satisfied by rigidly designed inexact instructional packages. By our arithmetics in the market we permeate the masses of tech-
ology.

The same technique that should make intra-species care obsolete and able to stoke the staves of horror. It is our choice.

The same technique that provides unparalleled personal mobility can also provide mass transportation which makes better use of fossil fuels. We choose to

manufacture vehicles that become extensions of our personages, and let the development of mass transit facili-
ties languish at nineteenth-century levels.

The same technique that floods us with insane pro-
gress and saves us from the boredom that permits us to foster true democracy by means of education and almost instantaneous contact with our great master. The same tech-
nique makes possible the turning of our television sets into booths for voting on national questions. We choose the former; we will not pay for the latter.

We permit ourselves to be satisfied to the point of aesthetic nausea by the goods and music and art and literature we will consume in Program. We say, for instance, become a slave. Robert Burns pleaded for a god who would let us see ourselves as others see us. The same communication technology holds up a mirror to our collective bad taste.

The Creator chose to give humans a mind. The same mind that devised the roll-on deodorant, the electric toothbrush, nuclear fusion, and the transistor can also develop new social systems. The same mind that created the Declaration of Independence also invented the meat-

al elevator. The same humans that have exploited our fel-

low animals have also developed a science of ecology to protect endangered species. In the past we have chosen by our personal subsidies to support one kind of effort and not the other. There are signs that we will choose differently in the future. Whatever we have, however, will be chosen—by action or inaction.

Finally, although we have the unique option of turning technology to the world's benefit, it is con-

sidered to talk about technology versus nature. Even if we restrict ourselves to man's technology, we are con-
tained within an overall view of nature. As an integ-

ral part of nature, man cannot do anything unnatural.

It may seem to us that we alter the process of evolu-
tion but the inescapable process works on us too. We are part of the experiment.

The Great Experiment goes on. There are probably

other Laboratories.


---From The Journal, the official organ of the American Geophysical Union.

Aristotle-trick? New math? Not according to Mrs. Abdikur Bougher, director of the Museum of the National Geographic Society. She says that the figures O through 9, which we know today as Arabic numerals, were introduced more than a thousand years ago by a Moroccan genius whose work was the first to be called algebra. He shaped them so that each contained a different number of angles—the figure 1 with one angle, the figure 3 with three angles, and so on. Zero, signify nothing had no angles.
In January, 1977, John Simon writes about punctuation, "the most trivial part in the writing, and cyn is the speaking, of good English." His title, "Points of Discussion of Punctuation," contains a play on words (pointed - punctuated) but his article is serious.

Punctuation, says Mr. Simon, makes for basic clarity. The traffic in the flow of prose. It can also be, notes be, provide shadows of meaning—like a stage director "supplementing the playwright's text with the weight of implication."

Examples of non-standard punctuation are easy to find in current letters, reports, and advertising. Mr. Simon reprints some with appropriately outraged comments.

Letters should begin "Dear Mr. X." or "Dear Mr. X.," not "Dear Mr. X." under any circumstances. Letters in which a comma follows the address's name are usually not worth reading—"nothing intelligent is likely to be contained therein."

There is food for thought in the fact that when we should be able to "shop 'n' save, buy 'quick 'n' easy," and "soup 'n' salad," we are urged to "shop 'n' save," choose "quick 'n' easy," and enjoy "soup 'n' salad."

"Interference between "its" and "it's" is fast becoming a lost art," Mr. Simon remarks, pointing out that "knowledge of punctuation does not exist apart from knowledge of grammar." In this case, however, a little knowledge is truly, as Dr. Alexander Pope said, a dangerous thing.

Knowable punctuators may skip the next long, editorial paragraph.

The apostrophe is used in three ways in English: with nouns and indefinite pronouns to show possession, in conjunction to show obligation of letters or figures, in the plurals of letters, figures, and words discussed as words. Thus,

To support his defense of using and teaching "correct"—i.e., standard—punctuation, Mr. Simon writes.

Some aspects of punctuation, like some aspects of grammar, are "misused to do with logic and everything to do with consistency. The eye's eye—like the eye's mind—gets used to seeing the world as it is, and the rule becomes needlessly disconnected and un- served by deviations.

So I lament that ignorance, like the heart, has its own inarticulate reasons, and explain, "Demanding that a student write "correctly" so as to be readily understood is in danger of becoming illegal!"

Suggestology

A few schools in California, New Mexico, Texas, Iowa, Illinois and Illinois have experimented with the method. Researchers in Iowa found improved classroom achievement in only a small majority of cases studied, although these aroused much enthusiasm. Teachers must volunteer to use suggestology; once selected, they receive up to 120 hours of special training.

Flacher wonders if the "success" of such a multi-faceted approach should be attributed to one or more, single aspects or to their combination. He also asks "What about student motivation, teacher dedication, or some critical crisis of virtual enthusiasm?"

Is suggestology the ultimate antidote or a ritualized truism? Suggestologists cannot yet erase the verbal truism, says Fischer, warning that "until they can, all their claims should be taken with a grain of salt—A. L. C. Y."

The book's cover, the book's cover

The books are on the table. The books are on the table.

Informal speech

Religious talk

Everybody's job is nobody's business.

You don't know. I'll not say. It's raining.

The spirit of '76, the 1880's, six's, two "ho's"

Brief, Balanced, Effective

In preparing a document:

Plan and outline to move a definite reader or group of readers to do or learn something specific.

Write short words, sentences, paragraphs more often than long ones.

Use direct quotations, active verbs, straightforward diction, instead of indirect discourse, passive constructions.

Sound plain, sincere, and concise, rather than complex, pompous, and wordy.

Avoid an. aid, with, the, etc., and "bad" grammar.

Plain and put aside an easily legible copy.

Then read over the whole work. Revise, type a final clean copy, and proofread.

Make sure that you do not offend, confuse, or chase away any reader with false statements, unpleasant manner, awkward usage, wrong spelling, or ill-contrived punctuation.

—S. S.
Anticipation

Ellen H. Rajek writes in The Transcript for September, 1977 about how to tune in (and turn on) Your Audience.

"The first few moments of any speaker's presentation are always the most critical ones," she says. "The success or failure of any speech may well depend upon how well the speaker has tuned in to the needs and interests of his audience and, of course, upon how well he has keyed his opening to suit those needs and interests. With a little forethought and planning, tuning in to an audience need not be a problem.

"Learning to analyze an audience and to provide something meaningful to the group is much the same as learning to become a good conversationalist. You must become interested in the members of your audience as if you were about to engage in conversation with them, and they will respond to your message as an individual would to dialogue. The speaker's best friend in analyzing a group will be the program chairman or the person who has initial contact with him."

To make the analysis, explore the five 'y's' beforehand, says Ms. Rajek. Then approach your topic and address the group in accordance with what the five 'y's' have told you:

1. Who is your audience? Ages? Interests?
   Educational level?

2. What does your audience expect? Topic?
   Mood? Length of speech?

3. When will you speak? Special occasion?
   Response to current event?

4. Where will you be speaking? Crowded room?
   Out of doors?


Knowing all this, you will be able to appeal to the interests and attitudes of your hearers. Speak to them as a group and as individuals, using appropriate tone, diction, and level of language for the occasion.

"Give your listeners the same consideration you would give someone you love, and they will tune in to you, and they'll turn on to what you have to say."

PC in Paris

In Paris, Ken Braham directs four technical writers and serves as a technical consultant. This 23-year-old writer uses, of all tools, a French-English dictionary, a dictionary, thesaurus, and a dictionary of legal and technical terms.

French Communicators

Word comes from PC in Paris that he is in the midst of a series of talks at the new French Association of Technical Communicators (ACT) which held its inaugural meeting last summer.

As reported in Intercom, newsletter of the Society for Technical Communication, Alex Rosenweig and other members of ACT's provisional committee, welcome writers, illustrators, information specialists, teachers, and those whose subject matter is technical.

Ken Braham finds it difficult to achieve clear technical and engineering communication in France because of the nature of the French language and the official tendency toward maintaining its structural and linguistic purity.

"The worst hang-up, he says, "is caused by 'elegant variation.' In technical usage, you find one component with unspoken different names on the same page."
Dr. Kirman points out that the French organizers have used "aggressive speeches" in a concerted effort to impress on business and industry the commercial advantages of good technical communication. He also remarks on the value of holding professional society meetings in conjunction with large commercial events.

These comments, made to the ICT, may well be headed by other groups concerned with communications. Along similar lines of a suggestion made by Dr. Kirman, will PC members who know of forthcoming national or international events of which organizers need a "side attraction" please get in touch with a PC officer or editor.

PC in England

Professor Eric Oesperhaver Wills writes that the Professional Communication Chapter of IEEE's SEEC Section held a most agreeable weekend conference, March 3-5, at the Newport Park Hotel in Sussex, England. The event, he says, attracted 50 members, of whom 8 of them with their ladies, and proved to be an excellent meeting in that everyone, including the ladies, was able to take an interest in the discussions.

Professor Taylor's account, which is appearing also in the IEEE Region 5 Newsletter for April, continues as follows:

"After an extremely stimulating talk by Professor Eric Leithwalt on 'Communication in Nature' on the Friday evening, the Conference spent Saturday and Sunday mornings in Seminars on 'The Spoken Word' and 'The Written Word' organized by Dr. Stewart Goodall of Imperial College. The participants each gave a 5 to 10-minute talk; listeners commented upon the manner in which each talk was delivered, and Dr. Goodall expertly evaluated all presentations. Seven participants submitted written articles which were similarly analyzed.

"Saturday evening was devoted to an enjoyable and instructive game organized by Dr. R. Newton of the University of Sussex. Participants were supposed to have crashed-landed on the moon, 200 miles from their mother ship, with 15 items of undamaged equipment ranging from oxygen tanks to a box of matches. Each participant was given a card in order of priority for taking on the return journey to the mother ship."

"The party was then assembled into three groups of 7 or 8 participants each and asked to produce a list agreed on by each group. All lists were compared, by a simple majority vote. The final list provided by space experts. As expected, the group decision was more 'correct' than the average of the individual decisions in the group, but a remarkable result was that each list produced an individual list more accurate than that of any of the groups.

"This March Weekend Conference was the first event of its nature organised by the SEEC Section. Its success suggests the possibility that such a venture may be held on the different parts of the country.'

Discussion in London

An account by J. B. McLintock, Deputy Vice-President of the British Institute of Scientific and Technical Communication, tells in the ISEC Newsletter for January (1978) about the informal meeting held last September at the Institution of Electrical Engineers (London)—the meeting in which PC's Daily Newsletter members and members of the ISEC, the IEEE, and IEEE's UK Section, got together.

As part of ISEC's Newsletter for January (1978) reports on this meeting and identifies those present, but Mr. McLintock gives details of the general discussion held after the luncheon. The second part of his article, "Communication in the Electrical Industry," relates that there is "an illiteracy among many technical people and a desire for universities and schools to rectify the present situation"—even a suggestion that the Council of Engineering Institutions should tackle the problem seriously on behalf of all disciplines.

The article continues:

"A distinction was drawn between the necessary thinking, irrespective of language, and the ability to use the English Language correctly. I mentioned the work of the ISEC Education and Training Committee and commented that there is a place for 'interpreters' to bridge the gap between the present ill-educated technical people and those with whom they need to communicate."

"If specific action was agreed upon or taken, as the meeting was informal, however, useful contacts were made, and I expect that some developments will occur. At least I sensed a growing concern in the electrical industry that the ability to communicate technical information is an important asset which needs to be cultivated."

Face and Name Are Familiar

In the Toastmaster for November, 1977, Vivian Juehnli discusses the problems of remembering personal names and gives four rules for the game of Fiming the Right Person on Pages:

1. Pay attention to what is said when you're introduced to someone. Ask to hear the name again if you can't visualize how to spell it. Repeat the name aloud and use it soon after, in conversation or to make another introduction. Repeat the name to yourself several times before you use the person.

2. Pay attention to the physiology of those you are introduced to. Is a person tall or short, fat or thin, dark or fair? Characteristic can help you identify this person when you meet the next time.

3. Associate the characteristic with an object or act and visualize the person with the object or taking part in the action. For example, you might think of out-of-sorts in the name merging a napkin, Mr. Baldwin carrying a piano, Mrs. Lamb covered with fawny wool, and so on.

4. Observe people in public places, note a characteristic of each, and assign a name associated with the characteristic/consecutive practice in seeing people as individuals.

Practice Makes Perfect

Writing in the Toastmaster for December, 1977, Richard A. Taylor tells how to "Turn Your Agency into a Fantasy." He discusses particularly the problem of learning how to speak with little or no preparation, and he argues that you should not have prepared several speeches by "the book."

So any book on speechmaking would help, but in this case, of course, the Toastmasters Manual is mentioned. The agency of speech preparation apparently resolves after much practice into the ecstasy of being able to speak with little planning:

1. Narrow the topic.
2. Isolate two or three key points.
3. Think of reasons or facts to support key points.
4. Add an anecdote or illustration.
5. Decide upon the most appropriate mode of organization (general to particular, particular to general, chronological, etc.).
6. Develop an outline from which to speak.

Add a catchy opening and an effective conclusion.

Thomas A. Beal, London

Feedback Model of Regulatory Behaviour

Travocurb and Round-off in Phonology

Sentences as Models of Phonological Behavior

Entropy, Blank Rules, and Atoms: A Reply to Information, Photoproduction, and Religion

An Algorithm for Satisfactory Compression Using Lead Heights

Matrix Inversion Using Roman Numerals

Priming the Binary Channel Information Transfer Using Inconsistent Channels

Error-producing Codes

Research on Polar Placement at the University of Warsaw

A Markov Model of Phoneme's Value

Installing Huffman's Variable Channels

Totally Redundant Codes

- R. E. Goodenough, Urbana, Ill.
Electronic Speaking

You may soon meet people who speak by fingering the keys on a little black box instead of by opening their mouths—people who speak from cerebral pulsation, multiple soliloquies, or injuries to the head that make them incapable of speaking, or others who have had their larynxes removed (usually because of cancer).

For these inarticulates, Votrax, Division of Federal Screw Works in Detroit makes a synthesizer now marketed by K E Electronics, Inc., a subsidiary of The American Hospital Supply Corporation. The new device, Phonix Mirror HeadVoice, is reported able to imitate human speech, make complete sentences, and pronounce virtually all words in the English language.

HeadVoice uses 55 basic sound elements or phonemes activated through a keyboard and speaker. The electronically simulated human voice sounds deep and a bit nasal but is readily understandable—a talking computer.

The device costs $2000, weighs four pounds, and comes with either of two keyboards: one has numerical codes, the other has words, pictures, and symbols. Deliveries on orders made through referrals from physicians and speech therapists are scheduled to begin in April 1978.

--Adapted from Communication Reports, January 1978 and Daily Street Journal.

Electronic Lifesaver

From Vite (unknown issue) via Warden's Digest (March 1978, p. 27) we learned about the Microlect, a radio transmitter roughly the size of a matchbox. The device is worn around the neck by elderly persons or by those who live alone or are subject to such physiological emergencies as a heart attack.

When the battery-powered pendant is squeezed, it sends an electric current, from as far away as 300 feet, to set off a larger unit containing a tape cassette and player. Plugged into a telephone jack, this larger unit automatically dials preprogrammed numbers of an ambulance service or doctor, for example—and transmits a pre-taped message.

The device is produced and marketed by Microlect Systems International of Burbank, California.

The Race is Not Always to the Swift

Objective consideration of contemporary phenomena compels the conclusion that success or failure in competitive activities exhibits no tendency to be commensurate with innate capacity, but that a considerable element of the unpredictable must invariably be taken into account.

--George Orwell's translation (Panics and the English language, 1946) of Anglicastes (182).

Take Care

An Associated Press release which appeared in the Richmond (Va.) News-Leader on November 17, 1977 reveals that a bouquet terrorized by the State of Missouri and designed to help teachers prepare students for English tests is deficient in spelling and grammar.

The bouquet cited were misspellings of several and two ambiguous sentences:

Ask students to list ways that the dictionary and the index from his book are alike.

The student will demonstrate the ability to identify and interpret items labeled with common vocabulary in selecting its use for a purpose.

An editorial review was begun as soon as these schoolers were discovered, but by then over 10,000 copies had been sent to advertisers in the U.S. and abroad. Missouri's reputation for preparing students to take its basic English skills test may have become somewhat clouded.

Education ≠ Learning?

Writing in New Times (April 3, 1979, p. 4), Rob Freckler discusses the state of education in New York City's schools. He is particularly disturbed by the functional illiteracy of many instructors and even administrators. The condition is not unique, he says, and it would be impossible to improve the schools if every teacher's comments were changed, though not as sudden was massacred, nor as deadly in the long run.

According to Freckler, an investigation made last year revealed such samples as these in handwritten correspondence from school principals:

"The teacher should move within the children to help them instead of staying on her desk and wait for the children to line them up and correct the work."

"I will like you to accommodate this children..."

"Did you notified the main office?"

"Are all your children recieving practice for the standard test regardless of the math program in which the high be involved."

"The curricular is that you providing don't satisfy the needs..."

When these and similar defective specimens of pedagogical prose were brought to the attention of the Chancellor of Schools, he was apprised in language:

"Among the new supervisors there may be a lesser dem- onstration of formal educational structure."

Classroom teachers, to such a communicative wasteland, wrote like this: "It then become a teacher and Parent jobs to teach the children..."

Or, they ask second-graders, "What is the opposite of frog?" and "What is the opposite of apple?"

The opposite of frog is said to be tadpole.

In particular, an Area Representative may

1. Obtain and maintain a roster of local PC members.
2. Serve as a point of contact for communication with these members.
3. Serve as a point of contact for communication with local businesses, societies, and other organizations.
4. Coordinate local arrangements for PC activities in the area (e.g., for a conference or workshop).
5. Represent PC at various IEEE and other meetings, seminars, conferences, and conventions held in the area.
6. Assist in coordinating PC publicity in local newspapers, IEEE Section bulletins, and other publications.
7. Review or send copies of relevant articles of interest for publication in P C's TRANSACTIONS or Newsletter.
8. Coordinate new-member recruiting and follow-up action to communicate with local individuals who have resigned from PC or failed to pay current dues.
9. Coordinate with the Vice-President to secure help and approval for planned activities and expenditures.
10. Attend ADCom meetings and send periodic formal reports on local activities.

Active PC-ers

So far, PC's ADCom has been in direct communication with a small number of members who have either sent articles for reprint, volunteered information, or offered to help with PC projects. Yet Kurt Pearlman or Emily Stonehenge now if you want to join this distinguished group and how you can contribute.

Area Representatives in the U.S. are

Bill Wilson —San Diego, CA
Bob Wells =Dallas, TX
Jim Lutfi —Manassas, VA
George McClure—Orlando, FL
Don Ross —San Diego, CA
I. M. Sertan —Schenectady, NY
E. Giovannetti represents PC in Italy, K. Brun- swick is PC's representative in France, Eric Taylor and Robert Minton of our U.K. Chapter have become almost regular correspondents and commentaries on the English version of PC's quarterly, In IP's latest TRANSACTIONS (March, 1978) of Michael Par- radise, "A laboratory for a future soldier?"

Three other PC-ers have asked for assignment to active duty:

Severino Oliveira—Sao Paulo, Brazil
G. Allan Ledbetter—San Diego, CA
Peter Welch —San Francisco, CA

We hope that they will consent to become Area Representatives, or at least that they will communicate as free-lance reporters.

PC Reporters

If you're not quite ready to sign up formally as an Area Representative for PC, write an informal note to PC's Newsletter about some personal experience, local event, or professional problem related to commu- nication. Tell us all about you have read. Or send a copy of an article (with full information about the source) that may interest other technical communica-

tors.

We have already printed a variety of contribu-
tions from members in the U.K., France, and Italy, but there are PC-ers in many other European countries, in Asia, Africa, Australia, South America, and in countries of Central America, to say nothing of those in Mexico, the U.S., and Canada—about 1500 individu-
als to date. All together.

Surely many of these engineers/communicators could say something about communication on the local scene if he set a fellow PC'er at a conference—or an airplain. Say it in writing today and send it to PC's Newsletter so that all of us can enjoy it. You will be speaking to friends and associates whose problems and interests are human and professional—as yours are.

* EXPLAINED

The main problem appears to be the use of a sys-
tem that due to little use are operators are not familiar with it.

Views on Dues

The poetic plea for prompt payment printed below is adopted from Editor Ken McCray's original in the January (1979) NE News, a newsletter for officers and committee chairs of the Society for Technical Communication. Pete Andrews, who has begun and apparently inspired the idea, is Office Manager of the Society's headquarters in Washington, D.C.

The Muse Reviews Our Need for Dues

Paul Andrews

Membership review.

For each whose valid check for dues (in the form in which he agrees) I A stamp of variegated hue) arrives on this hit to enthrone. How lucky are the Chapters' covers?

But soon Andrews Will not enthone.

For unpaid dues He'll put the screws By extra fee in each release. He would rejoke, but sing the blues—

"About the dues I had no news!"

Some sage advice we have for youse: Be he who after Pearls Should reimbursement rules persevere— The five-been fee will be guess whoes.
Engineering is not merely a "learned" profession. It is also a "learning" profession—a calling whose practitioners must remain students throughout their active careers.

—W. L. Derrill, University of Illinois, in Spectr., December 1977

Technology and Society

Technology has become so powerful that we can no longer afford to postpone improving our systems until the problems are evident to the man in the street. There are just too many dangers, and now we can no longer wait until the level of visibility is attained to prevent a catastrophe. Furthermore, the longer we wait before we rectify our technological blunders, the more expensive it will be. The cost of maintaining the system will be inordinately high and the greater the risk of industrial bankruptcy and political instability. We will have to settle for expensive, patched-up solutions which we can live with, instead of the cheaper and more elegant solutions which are beyond our capabilities.

A shorter article in the same issue of the New York Times, for example, reports that the University of California, Berkeley, is planning an on-campus solar energy program.

Another shorter article relates that an interdisciplinary team from MIT, under the direction of a professor, is assembling material on events surrounding the dispute in Vietnam, which will be sent to the city council as a basis for a report that will be sent to the city council.

Be Careful

FD or Robert Vincent, who is Secretary/Treasurer of the IEEE Service Center, warns the following "alert warning" from London:

A recent event in the UK could illustrate how devastating bad communication can be. To make clear what happened, I must first explain the background.

Every April the Government announces its budget, which among other things sets tax levels for the following year. In 1976, the Inland Revenue Department wanted to make clear that if the vehicle lic- ences for foreign-owned vehicles were not renewed before one on or after 1 April, the licence would have to be paid, even though the old licence did not expire until 31 March.

What the Government did was simple enough. They overprinted the renewal form to read it: 'If the rate of tax is changed in the budget, the date rate must now be paid.' Many drivers, however, on receiving this form, took it to mean that if they received before 31 March and the tax were increased, they would have to re- ceive a further amount to make up the difference. Therefore deliberately delayed their renewal to avoid the irregularity of having to make payments... In the event of the tax rates, the event was increased from £5 to £4.60, and those who had delayed were furious when they found out that they had received before 31 March and they had paid only the lower amount.

Amer. News & World Report, April 1977

The Fuel Cell

Generating stations powered by fuel cells—direct producers of energy through an electrochemical process—could be coming on a commercial basis in the U.S. by the 1980's. Such systems would be powered by the energy stored in a fuel cell, which could be used to supply electricity to the grid, or to supply electricity to a building or a home.

The system will be distributed (at no profit to the company) throughout the United States, with the Bell System's service organization, in non-residential areas, by the American Fuel Cell Company, which is being sold at an auction to the distributors who wish to purchase it, for the sum of $100.

The project seeks to build a 500 million pound price tag, which will be used to supply electricity to the grid, or to supply electricity to a building or a home.

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Social Responsibility

At the Annual Meeting of the American Association for the Advancement of Science, on February 21, 1977, Frank von Hippel, of Princeton University's Program in Science and Public Affairs, gave an invited talk on problems involved in scientists' band engineers' exercising professional freedom, scientific advice and assessing social responsibility. The talk, printed in Technology and Society for April 1977, is still timely, though the old license did not expire until 31 March.

The Climate did vary, though simple. They overprinted the license renewal form if the 'rate of tax is changed in the budget, the rate of must be paid.' Many drivers, however, on receiving this form, took it to mean that if they renewed before 31 March and if the tax were increased, they would have to re- turn a further amount to make up the difference. They therefore deliberately delayed their renewal to avoid the possibility of making extra payments. In the event, the tax was increased from 125 to 240 (a 100% increase) which had delayed were furious when they found out that if they had renewed before 31 March they would have paid only the lower amount.

A few weeks after prolonged pressure, the Government has finally agreed that those who were misled into delay- ing their applications have the right to a refund of excess payments. The Government, in the national newspapers to informs drivers of this right.

A year's campaign against the Government, fol- lowed by a national advertising campaign—all because a simple, single, sentence conveyed the wrong message.

The Fuel Cell

Generating stations powered by fuel cells—direct producers of energy through an electrochemical process—could be working on a commercial basis in the U.S. by the 1980's.

Hug depends on the final research phase—a 4.8- megawatt version—by the Electric Power Research Institute, United Technologies, the U.S. Energy Research and Development Administration, and the utility Consolidated Edison Company of New York

The project bears a $2 million price tag which, based on the $1.5 million budget of the awarding of $974,800 in November at a time when the inflationary cost of fossil-fuel plants is still running in the neighborhood of $500 per kilowatt.

It is hoped that the expensive demonstration plant will itself, (a) serve as a tax credit for industry, (b) advance the basic SCIENCE which has plagued the fuel cell's early years, and (c) serve as a program to bring about the increased use of the fuel cell's potential.

Another non-technical problem is the availability of hydrogen which, combined with oxygen, powers the fuel cell. A principal source of hydrogen is natural gas, but with that fuel becoming less and less available, the prospects for using hydrogen from alternate sources, such as coal-derived liquids. Some scientists predict that huge quantities of this simplest and lightest element will eventually be produced as part of the nuclear reactor breeder and breeders. The hydrogen will be transported to Fuel-cell power stations by pipeline or to fuel-cell homes for conversion into electricity.

Electronic Hearing

A telephone switching technician, George Coles of Illinois Bell Telephone, has devised an ingenious sys- tem for people who are deaf to use the telephone sys- tem for communication.

The system takes advantage of the fact that touch-tone phones have touch tones on each key. To signify the first of those letters the deaf person presses the button, presses the second one, and presses the button twice, the third, three times.

Thus, to spell L-E-Z, for example, the deaf person dials a phone station equipped with a special converter and pushes out: 4-4, 3-3, 5-5, 5. The converter, called Vis-A-Com, changes the touch-tone beep into letters on a screen.

In this way the deaf could be connected to fire stations, police stations, hospitals, and other emer- gency facilities and they could also be connected to the homes of other deaf people.

Since the letters normally on the telephone do not include Q or Z, the Vis-A-Com system assigns those two letters and the question mark to the operator button. The number "1" button, which contains no letters, is used for end of word, sentence, and message codes.

Before the invention of Vis-A-Com, deaf people could talk to each other at a distance only by tele- phone messages costing from $600 to $900. The Vis- A-Com unit, on the other hand, will cost only $50.

The system will be distributed (at no profit to the inventors) to the deaf by the Illinois Bell System, the Bell System's employee service organization, and in northern areas, by the Illinois Bell. On completion, manufactured by the National Bell Laboratories. According to the Bell System, there are 250,000 deaf to whom the system has been sold, with the distributing companies to the distributors who will request, but not require, a donation from users to help cover the production costs.

From the Wall Street Journal via Communication News (February 1977)
Electronic Speaking

You may soon meet people who speak by fingering the keys on a little black box instead of by opening their mouths—people who use a computer to convert their vocalization, multiple sentences, or injuries to the head and neck that prevent them from speaking, or people who have had their larynges removed (usually because of cancer).

For these inarticulats, Votrax, Division of Federal Electric Works in Detroit makes a synthesizer now marketed by RCA Electronics, Inc., a subsidiary of The American Hospital Supply Corporation. The new device, Thermo Mirror ReadVoice, is reported able to imitate human speech and intonation, and to pronounce virtually all words in the English language.

RCA has designed the device costs $2,000, weighs four pounds, and comes either with two keyboards—one has numerical codes, the other has words, pictures, and symbols. Deliveries on orders made through referrals from physicists and speech therapists are scheduled to begin in April 1978.

---Adapted from Compensation Rates, January 1978 and Wall Street Journal---

Electronic Lifesaver

From View (unknown issue) via Teddy's Digest (March 1978, p. 25) we learn about the Microsite, a radio transmitter roughly the size of a matchbox. The device is worn around the neck by elderly persons or by those who live alone or are subject to such physiological emergencies as a heart attack.

When the battery-powered pendant is squeezed, it sounds an alarm, which, from as far away as 500 feet, can set off a larger unit with a tape cassette and player. Plugged into a telephone jack, this larger unit will automatically dial a pre-programmed number—of an ambulance service or doctor, for example—and transmit a pre-taped message.

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Electronic Reporting

If you're not quite ready to sign up formally as an Area Representative for PC, write an informal note to PC's Newsletter about some personal experience, local event, or professional problem related to communication. Tell us about a book you have read. Or send a copy of an article (with full information about the source) that may interest other technical communicators.

We have already printed a variety of contributions from members in the U.K., France, and Italy, but there are PC-ers in many other European countries, in Africa, Australia, South America, and in countries of Central America, to say nothing of those in Mexico, the U.S., and Canada—about 1500 individuals in 100 societies all together.

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The main problem appears to be the use of a system that due to little use operators are not familiar with it.

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Active PC-ers

So far, PC's AdCom has been in direct communication with a small number of members who have either sent articles for reprint, volunteered information, or offered to help with PC projects. Let Bert Pearlman or Emily Schreiber now if you want to join this distinguished group and how you can contribute.

Area Representatives in the U.S. are:

Bill Wilson—San Diego, CA
Bob Smith—Dallas, TX
Jim Guth—Minneapolis, MN
George McClure—Orlando, FL
Dan Bolen—NY, NY
I. R. Serman—Schenectady, NY

E. Giovannetti represents PC in Italy, Kent Braman in Brazil, and John O'Conner in France. Eric Eyler and Robert Alford of our UK Chapter have become almost regular correspondents and commentators on the English section of PC's latest Transactions (March, 1978) of Michael Parades' "A Lecture on Typography."

Three additional PC-ers have asked for assignment to active duty:

Sorawaro Ailvare—Eptel, Sanku, Brazil
G. Alton Leber—San Diego, CA
Peter Welch—San Francisco, CA

We hope that they will consent to become Area Representatives, or at least that they will communicate as First-Lance reporters.

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Take Care

An Associated Press release which appeared in the Richmond (Va.) Times-Dispatch on November 17, 1977 reveals that a booklet issued earlier by the State of Missouri and designed to help teachers prepare students for English tests is deficient in spelling and grammar.

The blooper cited were misspellings of several and two ambiguous sentences.

As students to list ways that the dictionary and the index from his book are alike.

The student will demonstrate the ability to identify and interpret items labeled with common vocabulary in selecting its use for a purpose.

An editorial review was begun as soon as these shoddy were discovered, but by then over 10,000 copies had been sent to addressers in the U.S. and abroad. Missouri's reputation for preparing students to take its basic English skills test may have become somewhat clouded.

Education ≠ Learning?

Writing in New Times (April 3, 1978, p. 4), Bob Fiedler discusses the state of education in New York City's schools. He is particularly disturbed by the functional illiteracy of many instructors and even administrators. The condition of Jack Smith's comment that education, though not sudden as massacre, is more deadly in the long run.

According to Fiedler, an investigation made last year revealed such examples as these in handwriting correspondences from school principals:

"The teacher should move within the children to help them instead of staying on her desk and wait for the children to come to her and correct the work."

"I will like you to accompany this children..."

"Did you notified the main office?"

"Are all your children recognizing practice for the next year?" Regardless of the math program which the high school is to be changed...

"The curriculum in which you are providing don't satisfy the needs..."

When these and similar definite specimens of pedagogical prose were brought to the attention of the Chancellor of Schools, he commented in language:

"Among the new supervisers there may be a lesser demonstration of formal grandson of a lecture..."

Classroom teachers, in such a communicative wasteland, write like this: "It then become a teacher and Parent voice to teach the children..."

Or, they ask second-graders, "What is the opposite of frog?" and "What is the opposite of apple?"

The opposite of frog is said to be tadpole.

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Views on Dues

The poetic plea for prompt payment printed below is adapted from Editor Ken McCray's original in the January (1978) EPP mailing, a newsletter for officers and committee chairmen of the Society for Technical Communication. Peter Andrews, who some beguile and apparently inspired this poem, is officer chairman of the Society's headquarters in Washington, D.C.

The Muse Reviews Our Need for Dues

Paul Andrews

Dues are membership renewals for each whose valid check for dues in an envelope to which he attaches a stamp of variegated hues arrives on this date to enthrone. How lovely are the Chapters' covers! But soon Andrews Will not enthrone. For unpaid dues He'll put the screws By extra fee to each member Who would rejoin, but sings the blues— "About the dues I had no news!"

Some sage advice we have for you: Do who are missing lots of fabulousness ought to replenish dues pesce— The five-line note will be guess whose.

---
Discussion in London

As an account by J. D. McIntosh, Deputy Vice-President of the British Institute of Scientific and Technical Communication, tells us in the ISEC Newsletter for January (1978) about the informal meeting held last September at the Institution of Electrical Engineers (London)—the meeting in which PC's Holiday Essayists and members of the ISEC, the IEE, and IEE's UK Section discussed PC's Newsletter for January (1978) reports on this meeting and identifies those present, but Mcintosh gives details of the general discussion held after the luncheon. The second part of his article, "Communication in the Electrical Industry," relates that there "almost a universal interest on the near illiteracy of many technical people and a desire for universities and schools to rectify the present situation"—even a suggestion that the Council of Engineering Institutions should tackle the problem seriously on behalf of all disciplines.

The article continues:

"A distinction was drawn between the necessary thinking, irrespective of language, and the ability to use the English language correctly. I mentioned the work of the ISEC Education and Training Committee and commented that there is a place for 'interpreters' to bridge the gap between the present ill-educated technologists and those with whom they need to communicate.

"In specific action was agreed upon or taken, as the meeting was informal, however, useful contacts were made, and I expect that some developments will occur. At least I sensed a growing concern in the electrical industry that the ability to communicate technical information is an important asset which needs to be cultivated."

In England

Professor Eric Opesnaver writes that the Professional Communication Chapter of ISEC's UKC Section held a most agreeable weekend conference, March 3-5, at the Newport Park Hotel in Sussex, England. The event, he says, attracted 60 members, 8 of them with their ladies, and proved to be an excellent meeting in that everyone, including the ladies, was able to take part in the discussions.

Professor Taylor's account, which is appearing also in the IEE Region 5 newsletter for April, continues as follows:

"After an extremely stimulating talk by Professor Eric Leithewalt ("Communication in Nature on the Friday evening, the conference spent Saturday and Sunday mornings in seminars on 'The Spoken Word' and 'The Written Word' organized by Dr. Stanley Goodall of Imperial College. Six participants each gave a 5-to-10-minute talk; listeners commented on the manner in which each talk was delivered, and Dr. Goodall expertly evaluated all presentations. Seven participants submitted written articles which were similarly analyzed.

"Saturday evening was devoted to an enjoyable and instructive game organized by Dr. E. Newton of the University of Sussex. Participants were supposed to have crash-landed on the moon, 200 miles from their mothership, with 13 items of unserviceable equipment ranging from oxygen tanks to a box of matches. Each participant was given in order of priority, for taking on the return journey to the mothership:

"The party was then assembled into three groups of 7 or 8 participants each and asked to produce a list agreed on by each group. All lists were compared, by a simple matching technique, with the original list provided by space experts. As expected, the group decisions were more 'correct' than the average of the individual decisions in the group, but a remarkable result was that the ladies produced an individual list more accurate than that of any of the gentlemen.

"This March-March-end was the first event of its nature organized by the UKC Section. Its success suggests the possibility that a similar venture may be held soon in a different part of the country."

Fleisché's article concludes with the thought that although we are still in the dark as to the opposite of opium, perhaps, we all know that the opposite of education is incarceration.

The Toastmaster

Recent issues of The Toastmaster present several suggestions that may help PC's who want to polish the ceremonial communication skills. One of the basic concerns personal matters, others are more directly professional. Five articles are summarized separately.

Face and Name Are Familiar

In The Toastmaster for November, 1977, Virian Coughlin discussed the problem of remembering personal names and gave four rules for the game of Fiming the Right Name on Faces:

1. Pay attention to what is said when you are introduced to someone. Ask to hear the name again if you can't visualize how to spell it. Repeat the name aloud and use it soon after, in conversation or to make another introduction. Repeat the name to your self several times before you leave the person.

2. Pay attention to the physiology of those you are introduced to. Is a person tall or short, fat or thin, dark-haired or light-haired? Which characteristic can help you identify this person when you meet the next time?

3. Associate the characteristic with an object or action and visualize the person with the object or taking part in the action. For example, you might think of your teacher wearing a napkin, Mr. Baldwin carrying a pinafore, Mrs. Lamb covered with meringue, and so on.

4. Open your files in public places, note a characteristic of each, and assign a name associated with the characteristic, common practice in seeing people as individuals.

Innovation

The Information Theory Group is running a series of recreational competitions, No. 4 of which concerns unlikely titles for books or papers. Of the "literal" titles, the one listed in the March, 1977 issue of the ITG Newsletter, the following may interest PC's:

"A Guide to Forging Mayhew Chairs"

Marion, Tray, NY

The Information Rate of Printed Pages

This is an interesting paper: Teaching without a Peep! Ear-Recognition Unsplit

—R. Blachman, London

Feedback Model of Regurgitory Behaviour

Truncation and Roundoff in Minicomputers

Semi-automata as Models of Neurophysiological Systems

Entropy, Black Holes, and Atoms: A Reply to Various Comments.

—J. R. Dobberth, Columbus, Ohio

An Algorithm for Labyrinth Compression Using Lead Heights

Matrix Inversion Using Roman Numerals

Bricking the Binary Channel

Information Transfer Using Indirect Channels

Error-producing Codes

Research on Poli Pressman at the University of Warsaw

A Markov Model of Plane's Wake

Installing Huffman's Choice Channels

Totally Redundant Codes

—G. Pitt and R. Robinson, Urbana, Ill.

Practice Makes Perfect

Writing in The Toastmaster for December, 1977, Richard A. Taylor tells how to "Turn Your 'Agony' into 'Euphony.'" He discusses particularly the problem of learning how to speak with little or no preparation, and he argues that you should not have prepared several speeches by "the book."

So many book on speechmaking would help, but in this case, of course, the Toastmasters Manual is mentioned. The apathy of speech preparation apparently resolves after much practice into the ecstasy of being able to talk about anything easily:

1. Narrow the topic.
2. Isolate two or three key points.
3. Think of reasons or facts to support key points.
4. Add an anecdote or illustration.
5. Decide upon the most appropriate mode of organization (general to particular, particular to general, chronological, etc.).
6. Develop an outline from which to speak.
7. Add a catchy opening and an effective conclusion.
**Anticipation**

Ellen M. Rajek writes in *The Toastmaster* for November, 1977 about how to tune in (and turn on) Your Audience.

The first few moments of any speaker's presentation are always the most critical ones," she says. "The success or failure of any speech may all depend upon how well the speaker has tuned in to the needs and interests of his audience and, of course, upon how well he has keyed his opening to suit those needs and interests. With a little forethought and planning, tuning in to an audience need not be a problem.

"Learning to analyze an audience and to provide something meaningful to the group is much the same as learning to become a good conversationalist. You must become interested in the members of the audience as if you were about to engage in conversation with them, and they will respond to your remarks as an individual would to dialogue. The speaker's best friend in analyzing a group will be the program chairman or the person who has initial contact with him."

To make the analysis, explore the five 'W's beforehand, says Ms. Rajek. Then approach your topic and address the group in accordance with what the five 'W's have told you:

1. Who is your audience? Age? Interests? Educational level?
3. When will you speak? Special occasion? Response to current event?
4. Where will you be speaking? Crowded room? Out of doors?

Knowing all this, you will be able to appeal to the interests and attitudes of your hearers. Speak to them as a group and as individuals, using appropriate tone, diction, and level of language for the occasion.

"Give your listeners the same consideration you would give your address the same consideration you would give your audience. They need you from you, and they'll turn on to what you have to say," says Ms. Rajek.

**PC in Paris**

PC-er Ken Breham directs four technical writers and an engineering assistant (men) and two artists (women) who prepare maintenance manuals for computers made by the Philips Company of The Netherlands, and his associates work in Paris because the microcomputers they write for are designed there; engineering and the completion of prototype models take place in the same building.

Ken and his group members were individually from the United States, England, and Ireland; they work, write, and publish in English, in a section of Paris called the newly-oo-oo-Rosses. Their manuals, planned and written but not printed in The Netherlands, are sent with computer to at least 25 different countries; dictionaries, illustrations, and single English text must be translation unnecessary for most senior engineer users.

Ken Breham is an engineer-turns-technical communicator. He served in British merchant ships during World War II and has worked in England, Canada, the United States, Holland, and France. On his desk is a book of wood and bone, a memento, about eight inches in diameter. One side says QUIT Thinking Boss; the other side says DANGER Grossly Bossy Boss.

Happy Boss and Happy Bossy Boss are seriously in a malevolent, uncontrolled, and uncontrolled way. The quality of communication is not strained in Ken Breham's office.

**French Communicators**

Hard comes from PC-er Ken Breham in Paris that he observed for the first time, about the new French Association of Technical Communicators (ACT) which held its inaugural meeting last summer.

"As reported in interim, newsletter of the Society for Technical Communication, Alex Hoveaux and other members of ACT's provisional committee, welcome writers, illustrators, information specialists, teachers, and speakers whose subject matter is technical."

Ken Breham finds it difficult to achieve clear technical and engineering communication in France because of the nature of the French language and the official tendency toward maintaining its structural and linguistic purity.

"The worst hang-up," he says, "is caused by 'elephant variation.' In technical usage, you find one component with unusual different names on the same page."
Brief, Balanced, Effective

In preparing a document:

Plan and outline to move a definite reader or group of readers to do or learn something specific.

Write short words, sentences, paragraphs more often than long ones.

Use direct quotations, active verbs, straightforward diction, instead of indirect discourse, passive constructions, and Latinisms.

Sound plain, sincere, and concise, rather than complex, pompous, and wordy.

Writing in Saturday Review (March 18, 1978, p. 64), Jack Flasher discussed suggestology, or SALT—Suggestive-Associative Learning and thinking.

There is nothing new, he points out, in using the power of suggestion in the classroom—or even in conferences—strengthening sessions with alcoholics and those handicapped by low self-esteem.

What is new, apparently, is the systematic use of the power of suggestion, in a carefully controlled academic setting, reinforced by physical and mental exercise, music, fantasy, guided imagery, and role-playing.

Advocates claim that, by using suggestology, students get the entire content of standard summer courses—shush it more effectively and remember it longer.

In Housing for December, 1977, John Simon writes about suggestology, "the willing partner in the writing, and gym in the speaking, of good English." His title, "A Pointed Discussion of Punctuation," contains a play on words (pointed = punctuated) but his article is serious.

Punctuation, says Mr. Simon, makes for basic clarity—"it is a traffic policeman averting chaos in the flow of prose." It can also, he notes, provide shades of meaning—"the stage director" supplementing the playwright's text with the weight of implication.

Examples of non-standard punctuation are easy to find in current letters, reports, and advertising. Mr. Simon revisited some with appropriately outraged comments:

Letters should begin "Dear Mr. X1 or "Dear Mr. X", not "Dear Mr. X" under any circumstances. Letters in which a semicolon follows the address's name are usually not worth reading—"nothing intelligent is likely to be contained therein.

There is food for thought in the fact that we should be able to "shop 'n save," buy "quick 'n easy," and "shop 'n save." We are urged to "shop 'n save," choose "quick 'n easy," and enjoy "shop 'n save.

"Differentiation between "its" and "it's" is fast becoming a lost art," Mr. Simon remarks, pointing out that "knowledge of punctuation does not exist apart from the knowledge of grammar." In this case, however, a little knowledge is truly, as poet Alexander Pope said, a dangerous thing.

Knowledgeable pulsators may skip the next long, editorial paragraph:

The apartoscope is used in three ways in English: with nouns and Indefinite pronouns to show possession, in contrasting to show opposites of letters, or figures, in the plurals of letters, figures, and words discussed as words. Thus:

Suggestology

A few schools in California, New Mexico, Texas, Iowa, Illinois, and Illinois have experimented with the method. Researchers in Iowa found improved classroom scholarship in only a small majority of cases studied, although these aroused much enthusiasm. Teachers must volunteer to use suggestology; once selected, they receive up to 120 hours of special training.

Flasher wonders if the "success" of such a multi-faceted approach should be attributed to one or more single aspects or to their combination. He also asks, "What about student motivation, teacher dedication, or some critical mass of mutual enthusiasm?"

It is suggestology the ultimate antidote or a ritualized truism? Suggestologists cannot yet tease out the vital crusade, says Flasher, warning that "until they can, all their claims should be taken with a grain of salt."
"Oh, the Diffident to Me"

In the "Front Features" feature of Saturday Review for April 1, 1978, an item headed "Red Bow on West Street" begins as follows (p. 5):

"Britain's city desk editors now have official proof of what they've suspected all along: that British schools aren't teaching students the queen's English. Recently, a journalism council tested 278 eighteen-year-olds on grammar to check on their command of the language. Only one in six passed the test. "Many of them," said one hopeful case, "Mr. Marks, the leading Soviet diffident, was arrested today." Another produced this: 'The shareholders are angry that the dividends are so low."'

One editor remarked, "A journalist who cannot understand words is like a bricklayer who cannot mix cement." On-the-job teaching of remedial English may be necessary.

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Practicum I

The magazine (February 21, 1978) contains an article by Susan Price-Fook about seven-year-old twins, Grace and Virginia Kennedy of San Diego (California), who have a unique and private language of their own. When they speak, no one but they know what they are saying.

They understand English (their parents' language), but prefer to communicate in "their language," which they have coined (involving some words from Spanish, Italian, and Spanish, which the language of their Hispanic classmate), but they use only the words of their own language. They can be understood by people who can understand English with various sounds omitted, interchanged, or distorted, but their parents and speech therapists cannot recognize the origin of more than 5% of the girls' vocabulary.

Grace and Virginia appear intelligent and animated. They chatter daily when together and communicate successfully, even when they cannot see each other. For five years, until they were put in separate, special classes, they refused to speak any language but their own.

After several months of speech therapy, however, they have begun to use short English sentences in "conversation" with the parents. The therapists, who can now interpret 50 to 75 percent of the twins' replies to each other, "hope that the girls and the therapists will not completely forget their special language just because the outside world doesn't understand it."

In addition to our home-study course and writing workshop, PC offers the two-day Practicum—another opportunity for sharpening communication skills.

PC's Practicum in Communication is something new in continuing education—a learn-by-doing combination of interactive teaching techniques that lives up to its name: "hands on" instruction. Special activities have been designed by experienced teachers to strengthen the personal and professional talents of engineers and technicians as communicators.

Classes are limited to 15, so that each individual can be advised by professionals, encouraged by his peers, and improved by personal effort. Everyone receives three hours of guided participation in each of four types of communicative activity:

Speaking—in and to a group Writing/Editing—requesting, drafting, and composing reports; "correcting" one's own reports and those submitted for approval Interviewing—to apply for a job, fill a position, analyze a function

Meetings—informal and formal introductions, planning, presiding, preparing, participating.

To take our own measure, we can think of a famous growing with greenish ideas on a unit fisher bush is a theater marque; it dies without a trace when the bush lights up again. If we take this view of time, then we cannot be so prescriptive as to suppose that we have bought the experiment to the good. We may wonder if we will be able to plan the use of our own. Do we always have to act in the experimental organization is allowed to think, permitted to attend to second-guess the experimenter? What might happen then?

Maybe during a previous online, some form of life did escape the earth. Maybe it will come back, to continue or start over; perhaps it already has.

Difflundt is now the evil therefor. the sound the King James version in earlie times. Mea- lify its life span, says the revolutionary. Give me more time; says the human, for myself and my species; we have dreams yet to dream and last nights' dreams are still not realized. And the poet sings,

I have promises to keep and miles to go before I sleep.

In the long view, it is almost impossible to dis- tinguish between a problem and a turning point. "Look comes when preparation meets opportunity," someone has said. It would be very difficult to persuade a person tail with yellow fever or malaria to think it better for the world that he should die than that insect life, and thus fish and birds, should be endangered. The same technology that allows the lives of other potential victims created today's confusion about insecticides. We choose to override the cure and created a new problem.

The same technology that reduces the death rate also permits us to eliminate an unnecessarily high birth rate. We choose that it shall be the former but not the latter.

The same technology that provides agricultural chemicals to eliminate famine also enables us to con- trol the productivity of any given area. By choosing to ignore the latter option, we permit American farmers to overuse cheap fertilizers, leading to relatively cheap fertiliser, let the excess run off, and thereby pollute the waters of the earth.

The same technology that provides machinery to make asparagus grow, the grandmother who has allowed mankind to understand a high level of culture without Greek letters, medieval saucers, or embroidered alpacas also permits the manu- facture of quality, multi-purpose, versatile tools for all. We choose instead to waste our productivity on seemingly endless war.

The same technology that provides the facilities and the ability to provide mass education also permits the achievement of high standards of literacy and artistic creativity. "Better to devote to the high fraction of this capability to the educate of compe- tition," the director said. We are saturated by a myriad of books and by a myriad of books and by a myriad of books.

The same technology that should make intra-sexual merger possible is used to mass merchandise the stakes of horror. It is our choice.

The same technology that provides unparalelled personal mobility can also provide mass transportation which makes better use of fossil fuels. We choose to

manufacture vehicles that become extensions of our papers, and let the development of mass transit facilities languish at twentieth-century levels.

The same technology that floods us with image pro- grams and news of events permits us to foster true democracy by means of education and almost instantaneous communication. We who can now make possible the turning of our television sets into booths for voting on national questions. We choose the former; we will not pay for the other.

We permit ourselves to be satisfied with the point of aesthetic nuances by the goods and music and art and literature we will study and we hope that, like the new view of the Earth from outer space, they say, "from here, become the artistic; Robert Burns pleaded for a god who would let us see ourselves as others see us. The communication technology holds up a mirror to our collective bad taste."

The Creator chose to give humans a mind. The same minds that devised the roll-on deodorant, the electric toothbrush, nuclear fusion, and the transistor can also develop new social systems. The same mind that created the Declaration of Independence also invented the revol- ution chair. The same humans that have explored our solar system have also developed a science of ecology to protect endangered species. In the past we have chosen by our personal subsidies to support one kind of effort and not the other. There are signs that we will choose differently in the future. Whatever we have, however, will be chosen—by action or inaction.

Finally, although we have the unbridled option of turning technology to the world's benefit, it is non- sense to talk about technology versus nature. Even if we restrict ourselves to man's technology, we are con- tained within an overall view of nature. As an integ- ral part of nature, man cannot do anything unnatural. It may seem to us that we alter the process of evolu- tion but the irreversible process works on us too. We are part of the experiment.

The Great Experiment goes on. There are probably other Laboratories.

—Adapted from a speech delivered to the First Outtanding Lecture, November 1, 1976, and printed in Engineering Management Society Newsletter for March/April, 1977.

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*Source unknown*
Practicum II

PC's Education Committee offers the Practicum in Communication to stimulate interest in writing and speaking as both art and science.

Engineers and technicians are not only objective thinkers and serious people, but also humanists. Sometimes, however, they feel insecure about expressing their ideas in formal reports and presentations.

PC's Practicum in Communication has been carefully planned to counteract such feelings of inadequacy. It increases the confidence of participants in their ability to communicate and improves their knowledge of available techniques.

Practicum III

PC's Practicum in Communication helps technical people get into writing and public speaking. It enables them to:

- receive personal communication as a manageable way of getting ideas across;
- understand that communication techniques can be learned;
- concentrate briefly but intensively on these techniques of communication rather than on the facts of the material communicated;
- overcome the feelings of inadequacy and awkwardness that often arise when reports or speeches are being formulated.

Practicum IV

PC's Practicum in Communication is available for groups of no less than 12 and no more than 60 participants. The cost of enrollment varies from $75 to $95, depending on the number of those in attendance. The course can be given for any sponsoring group that has facilities for housing and teaching.

To find out how your IEEE Group/Society or Section, your company, department, or other organization can take advantage of this new and unique opportunity, write to:

Ron Rieger Box 151, Station C Winnipeg, Manitoba Canada R3M 3R7

or telephone him at 204/632-4299 (day) 204/632-6450 (evening).

Doffyfren

Back talk: Football language

Lawsuit: Poliomella's uniform

Swankies: Carpenter's wages

Confecti: Fly paper

Inexpensives: Common senses

Busscoots: The have-knobs

Roxy Scouting: Looking unshaved

Street: Slip cover

Gossip column: Happy hunting ground

Musear: Man who needs customers

Diplomacy: The art of letting someone have your way

Most commonly used words in English

Most beautiful words in English

Worst-sounding words in English

And
ad
call
cheese
dawn
dull
dullness
ease
eyes
flattest
flatulent
flatulentness
flatulence
unflattest
golden
in
jubilant
kiss
laugh
lullaby
mealy
mirth
mirthfulness
mirthful
nausea

From Welsh, Vol. 1, No. 3, 1977
Write Better

Technically-Written, the Professional Communication Society’s How-To-Day Course is still being offered. This correspondence course features personal interaction. Students will complete assignments to individual instructors, who evaluate the work and return practical comments. Specific attention and expert teacher help those with undeveloped writing skills to advance from a partial grasp to confident control of communication techniques.

Eleven “packages” cover such topics as accuracy and field-trip reports, letter writing, job descriptions, resumes, and technical articles. Students learn how to recognize communications that may be ignored or misinterpreted, and how to write messages that get desired attention and action. The course can be completed in about 1 1/2 months.

IEEE members may enroll for $80 (give membership number); non-IEEE members, for $105. Include $2 for handling and delivery. Send inquiry or check to

IEEE Continuing Education
445 Hope Lane
Piscataway, N.J. 08854

Plan Better

Report Construction, by Mary Fran Bouhelier, may be obtained from

IEEE—PC
611 Chilicothe Place, N.W.
Washington, D.C. 20012

Prices are as follows: 1 to 10 copies, $0.00 each; 11 to 25 copies, $0.10 each; 26 or more, $0.15 each.

Send check with order; at these prices, we cannot afford to ship.

This is a clear, concise, practical guide—not on how to write, but on how to "build" a structure for conveying technical information.

Talk Better

Guide for Better Technical Presentations, by Robert H. Martin, may be obtained from

IEEE Press
345 E. 47th Street
New York, N.Y. 10017

Prices are as follows: Paperback, $7.95, to IEEE members only; clothbound, $11.95 to IEEE members, $15.95 to others. Send check with order.

This is an excellent collection of reprinted articles about how to present technical material to an audience—planning for effectiveness, perfecting delivery, using visual aids, etc.

Writing Workshop

PC's Workshop, Communication and Report Writing, can be given in the United States and Canada to any group of 20 to 25 persons who request it.

Students work on typical writing problems of scientists, engineers, technicians, and their supervisors. Major topics covered are all those elementary to advanced ones. The course can be completed in about 4 weeks.

First Day-style, organization, preparation of letters and informal reports.

Second Day—preparation of minutes and formal reports, and, according to demand, problems of editing and formatting, and the writing of such documents as procedures, job descriptions, performance appraisals, and briefing notes.

The textbook is Rans Bling's "Technically-Written". Participants are asked to do pre-workshop reading and writing. During the workshop, they write practice exercises and evaluate sample reports. IEEE members pay $25; non-members, $80. Arrangements may be made by individuals, companies, or IEEE Groups/Societies and Sections. For information, write to

Rans Bling
Box 181, Station C
Wilmington, Delaware
CARA, RAY 337

Practicum at Richmond

The Practicum in Communication held March 17-19 in Richmond (Va) joint in person to IEEE and IEEE's Richmond Section was a great success. Attending managers, salesmen, technicians, and design and construction engineers called it "a tremendous bargain."

Many of these "students" improved their communication skills and self-confidence noticeably between the beginning of the first session, when they introduced themselves, and the end of the fifth session, after they had participated in exercises which involved speaking, reading, writing, illustrating, commenting, and role-playing.

Instructors in these sessions were Bella Whitaker of Richmond Telephone (U.S. Army) and University (University of Maryland), Carol Adams of Delaware Technical and Community College, John Phillips, Editor of The RCA Engineer; and Rans Bling of Red River Community College (Winnipeg, Manitoba).

The Practicum is available to companies, private groups, professional organizations, IEEE Sections and Societies, and so on. A description of this innovative, many-faceted program appears in parts elsewhere in this newsletter.

There is no other communication course like PC's Practicum. Technical persons who "get their feet wet" in it are well prepared to learn the skills of communication more thoroughly.

The Practicum teacher bears and self-confidence. Those who want sharper skills and more practice can enroll in PC's specialized courses and workshops, which use the same proven methods to teach the Practicum modules in greater detail.

Letter to the Editor

This will suggest to your readers a universal formula for writing letters.

The formula is

First paragraph—State the purpose.
Second paragraph—Deliver the message.
Third paragraph—Add necessary details.
Fourth paragraph—Ask for action.

Letters structured in this way are easy to write, easy to read, brief. The formula works for business and personal correspondence.

Try it.

"C. V. Farr in PC's Newsletter for August 1970. [Note that the letter does exactly what it advises.]"
The 25th International Technical Communication Conference, sponsored by the Society for Technical Communication, will be held at North Park Inn, Dallas, Texas, May 16-18, 1978. More than a hundred speakers, consultants, and sales representatives will present technical papers, discussions, workshops, and exhibits.

The Conference will be organized in four Program Stems: Writing and Editing, Graphics and Production Management, Development and Education.

Interesting articles in the Society's International Art and Publications Competition will be displayed, and each product as a binder, systems, phototypesetting, training programs, and work-processing equipment will be demonstrated.

Registration for STC members is $10; for non-STC members, $120; for students, $21. The student fee includes neither meals nor the Conference Proceedings. For further information, write to STC, 1015 Vermont Avenue, N.W., Washington, D.C. 20005.

IEEE Dictionary

The Second Edition of the IEEE Standard Dictionary of Electrical and Electronics Terms is now available at the special introductory price of $20.50 for IEEE members and $24.95 for non-members (1/3 off the list price, 653-75/647-30, which will be charged after June 30, 1978).

Particulate statistics:
- 20,264 definitions
- 96 pages
- 10,000 acronyms
- 7,000 new terms (i.e., added or revised since the 1972 edition)

Included are such helps as cross-indexing, coding of source and field of first usage, identification of preferred usage, and explanatory notes.

To order, send price plus $2.00 for shipping (plus membership number if applicable) to IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854.

Typing Guide

A helpful brochure, Typing Guide for Mathematical Expressions, by Barbara A. Simonds, is now available as a working tool for authors, editors, and manuscript typists. This Guide contains preferred spatial relationships among the elements of mathematical expressions and equations. Superscripts, subscripts, summations, and products, integral and radical signs, matrices, determinants, and ellipses in a mathematical series—all are discussed and illustrated. The 31-page Guide also has a chart of horizontal and vertical spacing in equations and a bibliography. Send $2 to Society for Technical Communication, 1015 Vermont Ave., N.W., Washington, D.C. 20005.
Films

In the location, 15,000 films are arranged alphabetically by title, with annotation and complete bibliographic information. Titles are cross-referenced from alternative titles, earlier titles, or other versions of the film.
The price is $45.00, or ask at your library.

Paul J. Morgan, founder and president of Success Motivation Institute, a personal development organization with headquarters in Waco, TX.

Letter from the President

It is a pleasure to serve as president of the Professional Communication Society when its members are so active. Our publications are on a regular schedule, seminars on writing and speaking are being held throughout the U.S. and the U.K., and inter-society relationships have been explored. These and many more activities are helping to teach skills to other engineers in IEEE and also to learn skills from other com- munities.

Our most recent project was the Practicum in Communication held at the request of the Richmond, Virginia Section. This was unique in that one two-day meeting featured working sessions on four aspects of communication—speaking, writing, interviewing, and taking part in a meeting. A pilot program, organized by Emily Schlesinger and carried out by Della White, toured several different locations including one in Alcoa, Tennessee, the Practicum was called "an unusually helpful experience" by those who attended.

PC's other educational projects have been perhaps less innovative in concept but certainly not less successful in reality. Bob Bick is so far scheduled to conduct writing workshops in Texas, Florida, and Colorado in 1978; he reports continuous enrollment and completions for our home-study course, "Technically—Article!"

At our first meeting of 1978, in Richmond, PC's Administrative Committee discussed, among other things, inter-society cooperation, ways to increase PC membership, and the concept of Area Representatives. PC belong to the Council of Communication Societies, an umbrella organization of 25 industrial, educational, and government societies interested in furthering com- munication skills. The Society for Technical Communication and the IEEE are two such representatives to each other's administrative boards.

To increase membership we are exploring advertising and personal contact methods. A total of 2000 members would seem to be a good working number, we now have over 1500. We are printing a new membership brochure and planning a publicity campaign. If you have any ideas, let us know, but we most like a friend as a PC member.

One way we hope to expand is through Area Repre- sentatives. This is a new concept which asks volun- teers in the U.S. and throughout the world to report on local happenings of interest, represent PC in business and professional groups, help with local arrange- ments for PC meetings, and publicize Society activi- ties personally. Our goal is to have an Area Representa- tive in each Section of IEEE. If you are inter- ested, contact PC's Vice President, Bertrand Pearlman, Stauffer Chemical Company, Dobbs Ferry, New York, 10522, or call him at 914-693-1200.

If you would like to work for the PC Group in any way let us know. A few are doing a lot of work to im- prove the Society's effectiveness, but we need more show of member interest. Activities in which everyone can help include those which involve our Committees on Education, Membership, Meetings, Publications (Typesetting and the Newsletter), and Publicity. Area Repre- sentatives, of course, can serve in any of these fields of PC interest. Let us hear from you!

Send Form 3579 to IEEE, 345 East 47th Street, New York, New York 10017