Sentences to Revise

If I had money, I could greater my education.
I am so easily taken by a fool.
The effects I think would be happiness, not only with myself when I achieve my goal but also my family and friends.

This new generation would have no barriers from which to travel and to become friends with all kinds of people.

I will continue to strive for my goal.

It was so noisy in the computer center I couldn't concentrate.

My goal is to one day have a job like this, because then I will know the work I am doing now in school will be my reward later.

—Quoted examples of student errors in "Where Has All the Syntax Gone?" by J. B. Warner in the AMCA Bulletin for March 1979.

Suggestions

Ideas from the American Business Communication Association Bulletin for March 1979:

Y. D. Arnold, in "Letters That Must Persuade," points out that, to be successful, a persuasive letter must have:

1. an attention-getting opening
2. a central idea
3. supporting facts
4. a clear "call to action"
5. clarity, conciseness, coherence, completeness, and accuracy

Donald Shure, in "Motivating Business Communication Students," says it is far more important to express than to impress.

The faster an idea is communicated, the longer it's remembered.

Write for human beings, not for impersonal titles.

Confidence in writing comes with practice.

Success

In "The Seven Ingredients of Success" (The Toastmaster for April 1979), Vivian Rocha lists the qualities identified by Maxwell Maltz (Psycho-Cybernetics) as personality traits which enable people to deal effectively with their social and personal environments. Here they are:

S = sense of direction: Know what you want to be doing ten years from now and work toward that goal.
U = understanding: Learn how to read and respond to hints and signals of emotion.
C = courage: Be brave enough to confront problems.
L = charity: Be kind, forgive, forget, and look forward.
E = esteem: Show respect for yourself and respect for other individuals.
A = self-acceptance: Be yourself, make the most of what you are, have, and can do.
S = self-confidence: Be proud of your successes and learn from every failure.

Jill V. Smith, in "Speaking Out," discusses three types of non-verbal communication. Behavior called PALS (Positive Active Leadership), she points out, consists of such actions as looking directly at a speaker, paying attention to a person who is talking, nodding and smiling to show agreement, leaning forward in interest and encouragement.

The opposite of PALS is BLOCKING. Some BLOCKING behaviors are looking down or away from a speaker, looking around the room, shuffling shoulders, leaning back, and frowning or shaking the head to show disagreement.

Interactions between PALS and BLOCKING behaviors are such NO-HM actions as sitting passively, looking at a speaker without any noticeable expression, and manipulating a small object at random.

Do you listen as a PALS, a BLOCKER, or a NO-HM?

IEEE PROFESSIONAL COMMUNICATION SOCIETY NEWSLETTER

Vol. 22 July 1979 No. 3

Baltimore, MD 21203

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AdCom Meetings

PC’s AdCom has set four times since its meeting of February 23, which was reported in the last issue of this Newsletter. The two unscheduled meetings in Los Angeles (May 27 and 28) are summarized in a separate article. Highlights of the two regular meeting (April 25 and June 29) are as follows:

1. In April, Bert Pearlman presented the "Hardware" of the Alfred M. Goldsmith Memorial Award for 1979—an engraved pointer pitcher; see photo.

2. In June, Larry R. Martin (of Pullman-Standard, Pittsburgh) was named the "Outstanding AdCom member (1979-80);" he will represent PC in a new list of four regions to provide Group/Society opinion and suggestions for the staff of the IEEE Proceedings.

3. Lou Cole has resigned from PC’s AdCom; he is Program Chairmen (1979-80) and Chairman-Elect (1980-81) of the Central New Jersey Chapter of the American Society for Information Science.

4. Della Whittaker, with suggestions made by other AdCom members separately and together, is preparing guidelines for administration of a PC Scholarship Program.

5. Rudy Jervis was congratulated on the Transactions issue (June 1979) on patents. Extra copies (520) were printed and are for sale as described in another article. McDonnell Douglas Corporation’s Aircraft Division, with full permission and advice from IEEE Publishing Services, has printed 1000 copies for use in an internal education program.

6. Bob Still’s textbook and home-study course, Technically-Written, are being revised and reprinted. Details will be announced later. The course carries 6 IEEE Continuing Education Achievement Units (CEUs).


8. Bob Swendiman has sent out news releases on PC’s growth (125) in 1978, the home-study course and practices, and the Goldsmith Award. PC’s new Boston Chapter will be the subject of a forthcoming notice, and PC membership ads are being mailed to the editors of IEEE newsletters.
PC's AdCom in Los Angeles

The seven PC AdCom members present at the 26th International Technical Communication Conference in Los Angeles (Bilic, Dobson, Pearmain, Nash, Schieffer, Randall, and Welsh) held two unannounced AdCom meetings, on the evenings of May 17 and 18, respectively. No motions were passed but some interesting information was exchanged and discussed.

1. Dave Dobson has again reprinted Mary Fan hueller's Report Construction, one of PC's steady sellers, now in stock and available for $8.50 each, with rates for quantities; details elsewhere in this Newsletter.

2. Bill Wels, who belongs to both PC and the Society for Technical Communication, edits ETSI's newsletter, Intermat. When he was sent unexpectedly to Saudi Arabia in March on temporary duty for his employer, he assembled available copy and asked Dave Dobson to see the Spring issue of the Newsletter through printing and mailing. Dave claims that the finished product looks like a Saudi newspaper—a likeness of an unidentified man in Western suit and back headgear—over the caption "Editor of Intermat in Saudi Arabia."

3. Irv Sellesman has resigned from the AdCom.

4. Bert Pearmain has the stock of PC's Transactions for the last three years in his office. Ask him for copies.

5. PC members have formally and informally presented papers at several IEEE publications personnel from New York to Placentia. (Note: The decision to transform PC into IEEE is not yet final.)

6. At the 26th ITC, PC members answered a number of personal inquiries about PC's membership service. Five PCDs were on the Conference Program, and all seven PC members signed the back of the conference name labels, "Ask About IEEE Professional Communi cations Conference." All seven PC members also left their names and addresses at the conference literature table. Other PC members could do the same at any IEEE conference with a bit of pre-planning. Will you volunteer to represent PC at the next conference you attend? The AdCom eagerly to help you get started.

When business is good, it pays to advertise; when business is bad, you've got to advertise. —Anon.

Letter from the President

Dear [Name],

I hope this message finds you well. I am writing to inform you of an upcoming conference in Los Angeles that I believe may be of interest to you. The conference is focused on improving communication within technical communities, and it is being held at the Los Angeles Convention Center on October 1st. Please find attached a flyer with more information about the conference, including the date, time, location, and entry requirements.

Please let me know if you have any questions or if there is anything else I can assist you with.

Sincerely,
[Your Name]

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Anti-gobbledygook

A new nonprofit public interest group to promote language reform has been established in Washington, DC. "A Communicating Oriented Organization," is working to stop the use of language, slurs, and imperative language in public documents.

"We are particularly interested in the citizens right to know, in the people trying to educate the public to read Plain English," states chief organizer Rim Leunmey.

In Plain Talk is attacking the problem of confusing and ambiguous language research on how to solve the problem of gobbledygook in writing. Its purpose, brazenly speaking, are twofold: to encourage and work toward the use of Plain English in all types of writing, for individuals and business, and to educate people and organizations everywhere that the use of everyday English is good business.

The use of vague or fuzzy terms is everywhere, from the insurance contract sign to the restaurant menu. If "a few" is a concentration on the law profession, helping to revive existing laws and to re-examine laws.

"Restoring the laws to what people will understand them will help remove some of the mystique in legislation," says Leunmey. The Plain Talk program will include education and media events, seminars and research projects, and a Plain English Law Library. The staff is hard at work drafting a law that would require businesses to use a form of Plain English. All laws in the fashion of New York's pioneer language laws.

The group is committed to publicizing its activities and maintaining a membership list of representatives of that profession. There is a positive role for interesting work for everyone who wants to promote clear communications. Articles concerning language reform will be welcomed for the organization's newsletter. For further information write: Plain Talk, Inc., 1011 Connecticut Ave., N.W., Washington, D.C. 20006

Speaker = Actor

In "Voices: Speakers Play" (The Dramatist for March 1979), Carol Anne R. Garner views speakers as actors. She states protection, with the character of the product. If she says, "Listen to the podium like clearly identified characters with a well-defined purpose.

In other words, no matter what role you will play before you start to plan your next oral presentation. Are you prepared to accept responsibility for your speech? Are you interested, informed, and open to the role you play? This section will show the content and language of your speech and your personal manner of speaking.

Speaker = Actor

In "Voices: Speakers Play" (The Dramatist for March 1979), Carol Anne R. Garner views speakers as actors. She states that, whereas the people with whom you work and create speech, you are asking for...
Think!


In Messages and Myths, the brothers Miller explain and describe how to combat the fallacies behind certain statements which disrupt interpersonal communication. Some of these “myths” are listed below, with very brief suggestions for eroding belief in the misrepresentations they encourage:

1. “If I’ve told you once, I’ve told you a hundred times.”
   Did you really understand what I said? There is more to communication than telling.

2. “If you don’t know what the word means, look it up.”
   What did the person who used the word mean? Remember that meanings emerge in conversation, are learned in social contexts, change with time.

3. “I hear you! I’m listening!”
   Do you understand what you are hearing? Communication is more than the imprecision of sound on an earphone.

4. “Every little movement has a meaning all its own.”
   Does it mean the same thing in every situation and society? “Little” movements are very often cues, rather than meanings.

5. “I don’t need anybody and I don’t influence anybody.”
   Are you sure? People are interdependent; we act to reinforce or contradict each other’s and our own expectations.

1300-Word English

Rayport Associates International, Inc. (RAI), of Arlington, Virginia, has copyrighted an editing system called Rayport Technical Language Control (RTLC). The system works like this:

Writers from a client’s staff are trained to use a Rayport dictionary (REIDIC) and Rayport Lexicon (RELEX) in transforming documents from colloquial English or Jargon into standardized ENIC English. A draft is then typed into the Rayport Quality Assurance Editor (REQUAD), a computer program which edits for deviations from the ENIC format as well as for punctuation, spelling, grammar, and syntax. The writer can either follow or override the program’s suggestions.

RECID contains 1300 words common to technical fields in general; each ENIC contains 3000 to 5000 words for a particular technical field. REQUAD “flags” forbidden words and constructions, and final decisions are made by a human review board.

Because its vocabulary and stylistics are strictly defined, ENIC produces clear, impersonal copy which can be easily understood and which readily yields to computerization. It is based on concepts and criteria of the U.S. Department of Defense Military Specification MIL-HDBK-187 (TM) of May 1977 and supports the objectives of Executive Order 12054 of March 1977.

"Let Me Call You Sweetheart"

How do you begin a letter to an address whose sex you do not know?

The following is a summary of reader responses to a similar question asked recently in The Effective Manager, newsletter of Warren, Gorham and Lamont (Boston):

1. Use title or occupation, as “Dear Personnel Manager.” Likewise, “Dear Sales Representative, Oranges, Associate, Professional, or Reader.”

2. Don’t say “Dear” anyone; replace with “Greetings” or “Good Morning.”

3. Quit the salutation altogether and also the complimentary close (“Yours Truly” or “Sincerely”)—so “Hello” and so “Good-bye.”

4. Suggest the company—“Dear C&E.”

5. Write “Sir or Madam,” “Sir/Madam,” or even “Ladies and Gentlemen.”

Elitism

What I dislike about football coaches is their elitism. If you’re a good player, they won’t let you join the team. They don’t care about your creativity. I think that’s undemocratic. As long as your holistic intention is creative, I don’t think they ought to count families or missed tackles or superficial mistakes like that.

I think the snobs who coach athletic teams ought to be required to take courses in education. Then they’d learn that what matters is a holistic approach with understanding and appreciation, not submissively and winning.

(Author unknown)
Communication Failure
Spacecraft Failure

After 105 days in orbit, the NASA spacecraft failed catastrophically and became totally useless. The NASA Failure Review Board, which investigated the anomaly's cause, attributed the problem squarely to human communication failures within the NASA spacecraft organization and within the contractor, Lockheed Missiles and Space Co., that built the satellite.

The problem, according to the Failure Review Board, was a "massive and progressive shorting" of one of the slip-ring assemblies used to connect the rotating solar arrays to the power subsystem. As early as 1997, the contractor known that shorts could occur. In these slip-ring assemblies, but word of such failures was kept. This led to a massive reorganization in the program, and NASAs managers were never aware of the potential breakdown area.

It also developed that the slip-ring assembly was part of the design of the spacecraft. No changes were made and they were subject to accelerated testing and review. No one communicated the extent of those changes to the people who were planning for test operation.

So, because of these failures in human communication, a satellite costing millions operated for two months instead of for three years.

---From Aviation Week and Space Technology via Communication Review (February 1979)

Too Much Involved

A publishing house involved in magazines—
A program involving 12-hour days—
A method involving electronics is so new that hardware involving this principle is not yet available.

In this case, writing involving involvement involves those involved in a state of involvement.

State of the Art

"Review Article: Word-processing and Text-Handling Devices," by A. Phillips, explains terms and describes equipment and methods in use in systems designed to sign and speed up the drafting and final preparation of documents. Discussions cover the history and operation of "fast editing" devices, from the manually operated, paper-tape machines of the 1960's, later "teletype" devices, and card-carryingipherals to more recent typewriters/computer systems which include such refinements as VIDEA (Video Display Unit), VIDEA Display Station," "data wheels," and "front panel," which can be programmed

This article is old but good. It appeared in the first issue of the Journal of Research Communication (July 1970), published by Elsevier in Amsterdam.
To: Dr. E. K. Schlesinger
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S. Carolling
D. E. Jones
G. D. Tatum, Jr.
S. Dakota
C. A. Melo
F. Hans
C. R. Gibson
J. L. Becker
F. H. Kreidenhen
J. V. Lynch
W. A. Manly
W. B. McCrumen
R. P. Wals, Jr.
J. L. Welch

Virginia
K. E. Thompson
Washington
C. F. Kalma
J. J. Kaulakri
R. H. Shum

Blicq Honored

Ron Blicq, Chairman of PC's Education Committee, was named one of four “Outstanding Speakers” at the 26th International Technical Communication Conference in Los Angeles last May.

Conference registrants made the selections through official ballots, choosing on the basis of usage, voice, delivery, appearance, and use of visual/audiosual aids.

Ron Blicq teaches at Red River Community College, Winnipeg, Manitoba. Author of Technical Writing, which is both a textbook and an IBM Non-credit Course, he has also designed a two-day workshop, Technical Communication and Report Writing, which he conducts at engineering conferences and business facilities in the U.S. and Canada. He spoke in Los Angeles on "Strategies for Presenting an Effective Technical Communication and Report Writing Course."

The ITCC balloting, according to the chairman of the activity, was the result of a continuing effort. Long before the conference, all speakers received guides for preparing and delivering talks. They were invited to reheat at the conference before award-winning Toastmasters. And they were told that ballots would be used to identify skillful communicators.

Comments returned with the ballots seemed to show that this "Better Speech Effort" improved the general quality of Conference presentations. In many respects, as compared with former ITCCs, speaker deficiencies were decreased and audience attention was increased.

New Chairman in U.K.

A recent letter from Gordon Hanley, Secretary of PC's Chapter in Great Britain (United Kingdom/Republic of Ireland), reads in part as follows:

"Because of a major operation, Professor E. O. Taylor has resigned as Chairman of PC's UK/I Chapter, but as his request I am sending a short report of the March meeting and news of the transfer of office. I shall continue as Secretary a little more actively, I suspect, as Professor Taylor was happy to do most of the secretarial work as well as being Chairman!"

English PC-ers

Basil W. Osborne

Basil Osborne, Chairman of PC's UK/I Chapter, is a Fellow of the Institute of Physics and a Fellow of the Institution of Electronic and Radio Engineers. Since 1970 he has been Head of the Operational Services Department for the home operating company of Redifusion Engineering Ltd., with responsibility for engineering audits and standards.

Mr. Osborne's B.Sc. and M.Sc. are in physics. His early work at the National Physical Laboratory involved investigation of the electron content of the ionosphere. From 1952 to 1964 he lectured in physics at the University of Malaya, and later worked in England, Bermuda, and the United States on color television circuits, wave propagation and measurement, decoder design, cable and ultra high frequency television reception, and other aspects of communication equipment. In the U.S., in 1969, he became Director of Engineering at the Telecast Company.

Mr. Osborne has published more than 20 papers in physics and engineering and a book on color television reception. He served on the IEEE Technical Committee from 1965 to 1969 and on organizing committees for conferences on Television (1972), Television Measurements (1972), and Video and Data Recording (1966, 1976). He is now a member of the Executive Committee of the UK/I Section of IEEE as well as Chairman of the PC Chapter.
Meeting of UKRI Chapter

IEEE's PC Chapter in the U.S. met in March, 1979 with the Institute of Scientific and Technical Communicators. Mr. Hugh Marlow, a management and organization development consultant, spoke on "Computer Systems—Chair and Office; or, Great Expectations Unfulfilled."

Mr. Marlow postulated that none or few of the original propositions about the potential application of computers have been realized. "The only achievement, he thinks, has been the creation of a professionally self-centered elite which has contributed little to transforming professional man to professional mankind by management."

In practice, managers continue to be misled and mislead about the storage, time, and computer programs and ancillary work have made many jobs less interesting, and many formerly satisfactory services based on manual systems have been replaced by less-convenient computer systems. The one major exception to the "unfulfilled great expectations" consist of the advances that have been made in scientific and professional engineering fields.

Mr. Marlow suggested a reason for this exception: the scientific and engineering disciplines are strong enough to determine and dictate the ways in which computer systems should be used. In less well-established fields, the new computer personnel have forced a professionally privileged group which has dominated less organized systems designers. The result has been that, in many cases, user needs have become secondary to the inflexible self-interests of system designers. The possibility of reversing this situation depends on whether users can make the possibility for directing the activities of the computer professionals, at least on whether the users are prepared to meet acceptable, clearly defined objectives.

Finally, Mr. Marlow made three predictions for future computer applications, suggesting that events described in Orwell's 1984 and Stanley Kubrick's "The Exorcist" may yet take place:

(i) Every potential airline passenger will be required to have a computer-based identity card which can be electronically scanned at the airport through an internationally linked computer system.

(ii) To avoid paralyzing strikes by computer personnel in public sector, the government of the day will introduce legislation making a public service strike a criminal, not a civil, offense.

(iii) A gradual degrading of the jury system, chiefly because of racial issues, will lead to the setting up of a computer-based system of profiles; the present judicial system will be replaced by a Council which will supervise input data and compare profiles.

The meeting concluded with a lively discussion on computers in management.

Gordon A. Hanley, Secretary
UKRI/US Chapter, IEEE/PC

All the forces in the world are not so powerful as an idea whose time has come.

Victor Hugo
Boston PC Chapter

A second chapter of PC has been organized. We now have one in the United States, as well as one in the United Kingdom.

The PC-ers met on May 10 in Boston, elected three officers, and planned to hold monthly meetings beginning in September. They hope to have speakers on various aspects of written, spoken, graphic, and automated communication, and on the development and use of communication equipment.

Ron Barnes (retired) and John Phillips (IBM) are advisory members of the new chapter. Its officers are Morton Cohen (Raytheon), Chairman; Alain Hanover (IBM), Vice-Chairman; and David Crocker (Compugraphics), Secretary-Treasurer.

Three cheers for Boston!

David C. Crocker

David C. Crocker, Secretary-Treasurer of PC's Boston Chapter, is responsible for information management systems at the Draper Laboratory. He and his wife operate a small typesetting company in their home.

Dave has a BS degree in Electrical Engineering from MIT. He could not send a photograph at this time.

The first requirement of good conversation that nobody should know what is coming next.

--Harlak Halbrook

PC Needs You

For those readers who would like to be more active in PC affairs but don't know what to do, the Society's Adcom suggests the following:

1. Read the list below the names of PC standing committees, their chairmen, and suggested nominal activities.
2. Find an activity that you'd like to take part in.
3. Write or call a PC officer or editor and offer to help.

By working at a PC project of your own choosing, you can not only help to promote the quality of technical communication in general but also refine your own communication skills and add luster to your professional image.

Awards and Fellow Committee

a. Once yearly, as requested, review the submitted qualifications of IEEE members who have been nominated to receive an Institute honor and whose sponsors have asked for PC support and recommendations; rarely more than one candidate is referred each year for PC opinion.

b. Choose a PC member to receive the Alfred P. Goldsmith Award for working within the Society's organization to improve technical communication; assemble professional data to justify the choice; obtain Adcom's approval of the individual and a suitable testimonial; arrange presentation ceremony and ensure that it is publicized in PC's Transactions and Newsletter, and in an appropriate news release.

c. Collect and submit suitable data, as specified, to support the nomination for IEEE Fellow or other award of PC members considered by Adcom to merit such honor.

Education Committee

a. Present PC-sponsored lecture, workshop, or course in some aspect of communication as part of IEEE's continuing education program; support such an activity by making arrangements, publishing, reviewing proposed presentations, or suggesting and developing presentations.
b. Enroll in PC's home-study course ("Technically-Null" vs. Do-it-yourselfers to enroll to offer an instructor.  

c. Suggest that PC's E-day workshop on writing techniques be given in your company or IEEE Section.  

Meetings Committee

a. Take part in planning or presenting a national or local PC-sponsored conference or profession-oriented lecture at the "Psychology of Professional Communication" or some other theme. (See "Standards Committee")  

b. Organize or take part in a PC-sponsored session, e.g., have three speakers or panels discuss a common problem, at an IEEE convention or at the convention of a national communication society.

Membership and Publicity Committee

a. Spread the word about PC publications and courses to new or existing PC club or group and assist in joining PC and work with you to attain PC objectives and of course, publicize them.  
b. Organize a PC group or chapter in your company or local IEEE Section.

News and Means Committee

a. Come to an AdCom meeting.  
b. Suggest a goal or project and volunteer your services.

Out, Derned Darned Spot

In his letter published in the April issue of the IEEE Professional Communication Society Newsletter, Mr. Nuffer objects to the contents of a section in the January issue of the IEEE Transactions on "Reading Problems," which criticized the methods used by some teachers in public schools today.  

Mr. Nuffer also states that since such an article should run in the IEEE Newsletter at all, he asks: "What is this traditional teaching that causes reading problems to suddenly disappear after a year of implementation?"

Perhaps I can answer one of Mr. Nuffer's questions. This "traditional teaching" method is nothing new, and neither is the problem. The first of its kind, it's called "Whole Language." It was discovered in the 1920's by a Russian named "Vygotsky," and is still the rage among modern educators.

Slight changes were replaced by the "most recognized" teaching method, the teaching profession has produced a steady stream of high school graduates who are more inclined to what was once considered to be the fifth-grade level. Over the course of the past six years, the average age of "salaam" and "call" after only one week in the first grade. By the time they have graduated from high school, some will have added "See Spot Run" to their repertoire of "words I've seen before."

Meanwhile, the teaching profession continues to call strikes and extend higher and higher pay to the suffering taxpayer, and to lobby for its own federal Department of Education, providing funding that today's children are the best-educated generation in history. It cites as proof today's low failure rates and high incidence of A's students—without using the grades of "outstanding" or "very good" or "good" or "passing" or "satisfactory." However, the grades of "outstanding" or "very good" or "good" or "passing" or "satisfactory" are the only grades that can be used legally, as each one indicates the quality of work and any work not meeting the above criteria cannot be used with others, as A, AB, II, II, and II.  

Thus, about 1000 students begin to represent objects, sound, and vocalizations of the sounds of those languages that are important to them today—that is, by meaningful sub-sets of a larger set of letters called an alphabet.

But because different groups of people have, differently, used different kinds of spoken words, I.e., different languages, through the years, various alphabets have developed for writing these languages although very often one alphabet has served for more than one language. Today, for example, English and the so-called Romance languages are written in Latin (Latin) characters or letters, and a number of Eastern languages are written in Arabic characters.

These individualistic entities are still very national, regionally spoken, but they too are fragmented and unsatisfactory international enlightenment. Nevertheless, improved communication among those who speak different languages can be fostered in several ways.

In a personal-level, individuals may stay at home and communicate in different cultures; they may travel or visit in many countries and become familiar with other peoples' cultural values; or they may attempt, with varying degrees of success, to speak and understand the languages of more than one nation.

On the other hand, all people might learn to read and write two languages—their native tongue and some "foreign" tongue. For everyone's second language, a common instructional medium can be developed. German, and Greek, has many advocates, though it is relatively easy to learn. In the former, there are limited numbers of phonemes, and the word-order is noun-adjective. The other, called Romance, has many words with both vowels and consonants.

Still another option would be a universal language, selected from all the world's languages, in the world, 3000 years ago?  

Some might be some sort of worldwide picture language.  

Actually, several modern picture languages have been developed in the past century. They are not as efficient as a true universal language, but in a sort of reverse evolution; whereas primitive languages evolved into words, modern words are being made into picturegrams.

One of these communication systems is musical notation—staff lines, clef signs, flats and sharps, and notes valleys and noises are treated as the oodles of notation. This system originated in the Renaissance.

The system of phonetic transcription is used to specify sound movements; and with the addition of several symbols of communication record in even more detail the position and motion of parts of the body.

Modern "shorthand" systems are of similar-syllabic hierarchies. For example, one single sign stands for the preposition, whatever it may be, as the prefix suf- or the signs for all "and" versus "or" and "or" versus "and."  

Thereby is the graphic representations of action and situation are used and used by the American engineer Frank B. Gilbreth in his pioneer motion studies and work analysis. (Note that there is Gilbreth in the lower right corner of the page.)

International road and highway signs give warning, instructions, and general information symbolically: + = read ahead; 4 = read curves to the left, and so on.

ISO-TYPE is a system of pictograms designed by Otto Neurath in the 1930's or in combination as word supplements with any language. The symbols are stylized representations, of nouns for the most part —the ISO-TYPE vocabulary; rules for drawing and combining them constitute the ISO-TYPE grammar.

In the British magazine Fig for November, 1976, an article by Chris Walsby describes a set of symbols devised to help a young man whose brain was damaged in a car accident. After the accident he was unable to speak or read, but he could communicate using 200 pictograms. In the language made for him, nouns and objects (about 200 of them) are represented pictorially. Directional arrows convey sense to verbs and indicate tenses; adverbs and adjectives are shown by arrows and symbols somewhat different forms or verb is a negative, a symbol in a square is an abbreviation, a means "means," Abbreviations, for example, "means I want, means happy," and so on.

Another pictorial language, the system of Eissymbols, was more diagrammatically, more sophisticated, and more comprehensible than the language described by the Cooker. Nevertheless, like the Cooker system, the Iss symbol system of Charles_blu is based on sound but on meaning.

Bliss' demography (1949) is not only a tect—and a sociological and a philosophical discussion of language, especially the value of a linguistic medium in spreading thought, in speaking, reading, or writing of words. The Bliss system consists of about 100 basic symbols—pictograms, ideographs, ordinary alphabetics, and the combination to form thousands of statements, questions, commands, ideas, and abstractions.  

Because Eissymbols express meaning directly, they are easily learned. They can be displayed on a portable symbol board, where they can be used in the context, or remote-control devices can be used for pointing or selecting or a, for communicating with a written word which has the same meaning, so that messages may be understood even by those who are unable to communicate with the system. The symbols are being used with great success by people who are unable to communicate with the system—by non-verbal children and adults; by those who are deaf, autistic, aphasic, or mentally handicapped; by visionally impaired or color-blind, or other physical impairment. A single conversation in Blissymbols contains a thousand words.

For a discussion of yet another set of pictograms see the review of Harry Drewey's "Spring Housewife" elsewhere in this Newsletter.  

17
Non-Human Communication

II

Washoe, the chimpanzee who can communicate in American Sign Language (ASL), was noted in the last issue of this Newsletter, along with Lana, also a chimpanzee, who communicates through an electronic speech synthesizer. Now, a female infant gorilla raised by Koko, deserves notice also for communicative talent. Her skills are described by Francine G. Patterson in "Learning to Sign in Gorilla Acquisition in Another Tongue" (Brain and Language 51, 1977; subsequent Communication Annals, December 1976, No. 488).

Koko, at the age of one year, was introduced to ASL in a培训 that included the vocabulary of 100 and words had been begun to be combined then single meaning statements. Her language skills are still expanding; her linguistic abilities are thought comparable to those of Washoe.

Studies of Koko’s and Washoe’s progress in acquiring language, and in acquiring the semantic development of a gorilla, a chimpanzee, and human children, can be found useful in ways not immediately perceivable.

A note on the word "mombi": Derived from the Kongo (Kongo) language, "mombi" is used in English as either noun or adjective, preferably with a soft /g/ or /j/ in the word, to mean anthropoid age-1, gorilla, chimpanzee, orangutan, or gibbon.

Voice Recognition System

Bell Telephone Laboratories has an experimental speaker-independent voice-recognition system in use in-house to provide directory assistance for 17,000 listings in the Bell Land phone book.

Voice recognition systems have been arouse of a single template service for an entire work, several templates combine, each representing only a portion of the word. At first, systems were classified as "head" templates, in fact it is economical, because the phonemes that form each template may differ in several ways as the templates, Bell anticipates that with appropriate microprocessors such a speaker-independent speech recognition system can be built for less than $500.

--From Open World via Communication Notes (February 1979)

Corporate Communication

In the Fall of 1974 the Industrial Communication Council made a survey of their membership to profile the characteristics of companies that they then existed. In the Spring of 1976 a second survey was conducted producing the results that the following voicing corporates responded to each survey (though there is no guarantee that they were the same 96). The results are in some respects startlingly different. Here are the highlights of the findings, comparing 1976 results to those found in 1974:

- More than twice as many publications were report- ed by the 96 companies in 1976 (107) as were reported in 1974 (49).
- Among 5 most popular types of publication (newspapers, newsletters, and magazines) news- letters captured about 30% of the field from newspapers; magazines just about held their own.
- While monthly still remains the most frequent choice for internal communication, weekly increased 96% from 4.4% to 8.3%.
- While the bulk of the publications continued to have less than 8 pages, a surprising development was the 13.7% increase in those with 15 to 20 pages.
- Many more companies are using techniques other than publication to communicate with their staffs than were in 1974: only 71 non-publication techniques were used by 3 of the companies answering the questionnaire in 1974, but 4 years later 12 non-publication techniques were used by at least 15% of the companies reporting.

--From Industrial Communication Council Newsletter via Communication Notes (February 1979)

PC's Transactions

Holly Joenk, Editor of PC's Transactions, has begun a feature called "Ask the Editor" as a vehicle for informal reader involvement.

--I hope to publish in each issue a letter or short essay-like communication, with two or more solicited responses and perhaps a reply from the original author.

--Contributions should be suggestions or ideas for articles, or ideas for comments on published articles. Suitable subject matter is sus- pected to include a statement of interest or value to commu- nicators of technical information.

--PC-ers, write a paragraph or two about your pet peeve, a proposed "faster forward," thoughts about a controversial subject, or your need for help with a problem.

--Some people would rather disappear forever than speak before an audience. Although a speech or presentation may make you nervous, in the long run you are more likely to be success by being fluent, rather than by being scared.

--Papers on these subjects are invited for consideration for a special issue of PC's Transactions for papers on these subjects are invited for consideration for a special issue of PC's Transactions in March 1979, Public Speaking for Engineers and Scientists.

--The emphasis should be on effective oral communication and the emphasis is on either a technically trained or a lay audience; the size of the audience may range from one person to thousands.

--Papers will be due by September 1979.

--Expressions of intent to submit and long abstracts are requested by July 6. If you want to contribute but are not reading this notice after July 6, write directly to me and I will try to arrange for a presentation of your paper to be published.

--Copies of the June 1979 issue of PC's Special Transactions on Papers are available from the Editor for $4 each in any quantity. Make check payable to the IEEE Professional Communication Society.

--Communicate about any of the above by writing to me at 3520 El Camino Dr., Dept. SEP 898, P.O. Box 1900, Boulder, CO 80302; (303) 447-5781.

PC-ers for Engineering Management

Two PC-ers are on the program of the Engineering Management Conference to be held at Stouffer's National Center Hotel in Arlington, Virginia, November 5-7, 1979. Dan Washoe and Howard Clark of the University of Connecticut and Howard Clark of the National Bureau of Standards.

In his workshop on problem-solving (Nov. 7), Dan Washoe will discuss models, systems, and patterns for decision-making participants in small teams will apply those techniques and techniques to problems from their own work environments. Organizational, technical, and personal aspects of solutions will be considered, including such things as values and human behavior, trans-disciplinary difficulties, communication skills, and creativity.

Howard Clark will give both a two-hour lecture during the conference, "Tutorial on How to Make Effective Presentations" on November 8 and 9, immediately after the PC-ers for Engineering Management Conference.

The tutorial is being sponsored jointly by PC, IEEE's Engineering Management Society, and the IEEE Patent Office. Its first half, an expanded version of the two-hour lunch-time lecture, consists of teacher-student dialogue and a workshop on the preparation of visual aids. On the second day, each member of the class will make a ten-minute presentation, which will be recorded on videotape for evaluation by all class members in both written and oral critiques.

The tutorial will be given in offices of the Patent Office, about three blocks away from Stouffer's Hotel. The registration fee of $20 per student will cover a set of prepared notes, material for visual,
and light refreshments (mid-morning and mid-afternoon), but no lunch. To allow time for individual participation and more informal contacts, there must be no more than nine and no fewer than six registrants.

Another two-day tutorial to be held after the Conference is "Electronic Imaging Opportunities for Engineers." A few of these sessions will be held on such subjects as problem-solving, documentation, innovation, motivation, training, and electronic technology transfer.

Get more information from Dr. Edward A. Wofford, 1023 Cresthaven Drive, Silver Spring, MD 20903; 301-344-4696 (office); 301-343-1152 (tune).

SSP

A new society has been formed whose roots were nurtured by the IEEE Professional Communication Society. The first Annual Meeting of the Scholarly Publishing was held in Washington, D.C., in 1977. The conference was an outgrowth of the biennial PC-sponsored Conference on Scientific Journals which began in 1973. PC's Past President, Joe Lofkin, was the progenitor of these early conferences and SSP's predecessor, the Association for Scientific Journals.

The objectives of SSP, the new society, are:
- To facilitate interchange of learning among workers in all fields of scholarly endeavor, including those in the humanities and related disciplines.
- To improve communication among practitioners engaged in all aspects of the transfer of scholarly information.
- To foster the advancement of user-responsive systems for the transfer of scholarly information.
- To advance management and information retrieval techniques in the development and use of appropriate technology.

SSP's three-day meeting began with a plenary session on Monday, July 10, 1979, at the Information Science Theater, and another session on Tuesday, July 11, 1979, at the Information Science Theater, and another session on Wednesday, July 12, 1979, at the Information Science Theater.

CCS

The Council of Communication Societies will hold its 1979 Conference in conjunction with the Executive House Hotel in Washington, D.C.

More detailed information will appear in the next issue of this Newsletter, but Focsers are urged to put this meeting on their personal agenda now and try to attend.

Past CCS conferences have been more than ordi-

narily stimulating and productive, to say nothing of their attractive registration fees—the $95 covers room, board, and general session fee; lecture or panel sessions are covered by "people in the know."

This year's conferences will concern communica-

tion in the 1960's—first, influences from government, business/industry, science/technology, and the public; and second, censorship vs. the right to know.

ASIS

ASIS—the American Society for Information Science—will hold its 41st Annual Meeting October 14-18, 1979, at the Sheraton Madison Hotel in Minneapolis. Discussions and papers will relate to the subject, "Information Choices and Policies."

The program is being advertised as "dynamic." It includes several pre-conference sessions concerned with documents, information services, and data bases; seven special sessions on various technology and international management and use of information; sessions on digital image enhancement, hobby computers and personal computer, the White House Conference on Library and Information Services, among others; 30 sessions organized by ASIS Special Interest Groups.

There will be many events, such as the General Session and Luncheon on October 14, the Information Science Theater, and other features. Students, instructors with classes, and single-day attendees and retirees can make special arrangements; individual registrations range from $70 to $120.

Get further information from Sam Batty, ASIS Executive Director, 1110 16th Street NW, Washington, DC 20036.

Writing by Wire

Dutch engineers at Phillips Industries and Delta's directorate of Research and Development think of a possible "note pad" with underlying wire grid so arranged that a stylus antenna, like that of a FM transistor, transmits that spot to the corresponding location on a visual display device at the other end of the telephone line. Thus, at the pen moves over the pad, letters are sent in real time and the experience is similar to that on the small visual screen at the receiving station. The signal containing the video can be sent on standard telephone lines simultaneously with a voice transmis-

sion.

In "Seminor" ad, the test has been transmitted in a transcontinental experiment between the Netherlands and Indonesia and will be further tested later this year. If widely accepted, it might become available for about the price of a color television set.

Teleconferencing

PCs interested in the use of electronic media for education or personal interaction will enjoy Vol. 28, No. 3 (July 1978) of the Journal of Communication. It contains a survey of teleconferencing, which, as a generic term, seems to include all type dis- cussion via telephone, with or without video reinforcement, between physically separate groups or individu-

als. "Teleconference," "tele-education," and "teleducation-based instruction" are particular forms of teleconferencing.

Assoc. Tech. Editor Needed

If you have a solid technical background, proven editorial and publishing skills, experience in interfacing effective technical and scientific concepts, you could be the Associate Editor of RAE's technical journal, RAE ENGINEER.

In this position, you would be responsible for editing articles submitted by specialists, planning issue topics, coordinating all scheduling and liaison to meet deadlines, and maintaining contact with outside publications to assist RAE authors. You will als

o review technical papers on introduction of Educational Telecommunications and Other Media, 1978-79. In this manner, this Executive Secretary assumes all duties of the position, which includes:

- Information from Communication Abstracts for December 1978 (Nos. 991-17) and March 1979 (No. 21).

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The Future of Nuclear Power

by Charles H. Holley

The recent incident at the Three Mile Island nuclear power plant has highlighted the issue of nuclear energy. It has focused attention on the question—what is the role of the nuclear option in providing energy for the United States as well as for other countries? It is important that we be well informed as possible on these issues; energy policy is deeply intertwined in a professional way as well as in our life style.

The nuclear power issue is one that demands more than a passive degree of attention. As one considers nuclear power as a component of our energy program, there is a plethora of compelling technical and economic claims which need to be addressed: Has the International Nuclear Fuel Cycle Evaluation (INFC) thoroughly examined the U-235 fuel cycle and the issue of waste disposal? Has the Department of Energy's Non-proliferation Alternatives System Assessment Program (NAPS) been successful in pinpointing the bewildering complexities associated with the examination of various proliferation alternatives, including the Thorium 232 and Neutron reactor systems? How can the regulatory problems be solved, and how can the power generation groups together participate constructively in issues of concern? How can we improve the operation of nuclear plants, and how can we safeguard against the possible use of plutonium for unethical means?

The complications of these considerations cannot be overstated. The discussion includes worldwide opinions, since the issue of nuclear power is clearly as compelling in foreign lands as in the United States. For most Asian nations, as an example, a combination of limited domestic resources, the lack of available fuel, and a potentially less developed power grid, is forcing a reconsideration of nuclear energy. Yet, in the West it cannot be denied that countries are forgoing ahead with nuclear power. Indeed, multi-directional views on this issue may seemcloud the nuclear industry picture at first glance, but these must be viewed if we are to respond to the global range of questions concerning the nuclear industry and all of its technical and non-technical challenges.

These questions were addressed at the IEEE Power Engineering Summer Conference, British Columbia, in a special plenary session on July 11. A panel consisting of British, French, German, Japanese, and United States experts discussed the problems and perspectives within their industry, but would agree expresses its view of point, participate in Society conferences, and perhaps improve some international aspects of professional communication. Under these circumstances, INTEK could ask PCOs of any nationality to address the General Assembly as representatives of PCOs only, as does the United Nations.

INTEK's General Assembly will meet next in Paris, September 29-30, 1979. Lars Forslund, Editor in Chief of the American Journal of Nuclear Science of the United States; Vice President; and Ashburn Farnham of New York, Secretary-Custodian. I wish it would dawn upon engineers that, in order to be an engineer, it is not enough to be an engineer. The engineer is only a part of his own business; history may be pulling the ground from under their feet.

Jose Ortega y Gasset

Ridiculous!

The pendulum has gone full circle. (Electronic News)

—two cylindrical balls...(press release)

—from The Communicator (IPC), March 1979.

Reflections of a Godfather

by James M. Luftkin

(This is a slightly adapted version of a luncheon speech made at the First Annual Meeting of the Society for Scholarly Publishing, successor to the American University Press Co., held on Cherry Hill, R.I., in 1975, by Woody Dennis named me President. Now you would think that I might be grateful for that, and indeed it was something of an honor to be the first person in the history of the earth to be named President of a mailing list. Woody conferred this honor upon me at the last of two sessions of fancy remarks including some jokes in Greek.

But he was not satisfied. At the third meeting, in Denver, Co., in 1977, his speech included a long eulogy, in luscious penmanship, which named me King of the Association, and I had every reason to fear that if I stuck around, I would be named Emperor at this meeting.

But in the intervening years, a great change has occurred, and much of it has been brought about by SRA. Dave Debow suggests that I might compare what has happened to SRA with the 'deconstruction' that has occurred within the small hotel there is being built a magnificent new hotel.

But what I really want to talk about this soon has to do with something that Earl Coleman said at our meeting in Denver two years ago. Earl Coleman, then Chief Executive of the Planum Press, listed the arguments of editors and publishers and indexes and typesetters and proofreaders and all who together put things into our hands. Earl would mention the size of the book and the feeling that a book is complete and bearing—bearing—bearing, he would stop and say, "The art, the craft." Now, if we could get rid of the authors and the readers, we would not have any of these." I am in a position to plead for a better understanding of the relationships.

Now, except for the last two years, I have been an author's editor since about 1960, and I find that I have, through my own experience, the need for a definition of typescript to make it understandable in the market of our authors—those writers who are or who their readers could be. I have had at least a hundred manuscripts banning at least three times approval, with data from the author saying, "Here is a complete manuscript; where do you think I should do it?"

I finally developed a more or less rubric—standardized way of doing things, and that way, you do not get rid of the readers and the authors, you would put any of these together, and you do not have the same problems. In other words, you do not have to plead for a better understanding of the relationships.
Television—Bane or Blessing?

As we consider that human beings can now communi- cate electronically with each other, regardless of distance, altitude, and climate, we may also think that we are on the verge of a new Golden Age. To some extent, how we shall avoid, we expect to, or how we shall make use of the novel medium, depends upon whether the receiving of messages will be profitless in any available "pathway." But television will, however, modify the old concept of "facts." The most striking example of this is the increasing invasion of the visual on the wall which was quite familiar in industrial and commercial establishments. People who would go down the hall of a large building, and there would be, strapped or fastened to the wall, a fire extinguisher, and above that fire extinguisher a sign with very large, very clear type: "For use on Class A fires only." This was a sign written by people concerned with fire extinguishers, it was intended to be read by other people concerned with fire extinguishers and by nobody else. It ignored "outsiders," without mention of social implications or general applications. Now, in the matter of generalization, scientists as a group, have a reputation for being lonely, although they in no way deserve it. There are no more moods among scientists than among members of any other profession. What happens is this: the scientists turn away from the monochrome world of syllable and plane, laymen and thereby get an undeserved reputation for being scientific.

There was a fine cartoon on this subject in the New Yorker a few years ago. It showed two men, drink in hand, at a cocktail party. The third man, who also drinks, reflects tentatively, but of the first two, says: "You're a Philistine, aren't you?"

This is an unfair characterization, but I have heard scientists say (though perhaps not in such plain English), "Popularization is beneath my dignity!" Unfortunately, popularization is not beneath their dignity, it is beyond their competence—very, very beyond their competence.

Scientists recoil in horror from the very idea of generalization. They have been trained to rest content only in their specialized field. They feel, unfortunately, that this is the only way, not only to personal satisfaction, but to the public good. Yet I have always been convinced that the public good depends on our knowing about things which the public need to know. So I am going to make an attempt to speak of television as a public good.

Now in practicing this kind of adaptation and in getting authors to practice it, I have a number of rules to give. I have a very simple one: to make a generalization exact, you must qualify it; but as you add qualifications, the statement becomes more and more exact and less and less intelligible until it finally becomes absolutely exact and absolutely unintelligible.

The problem will yield, however, to an applications-oriented sense, and I think that the work as editors is to help the writer to apply into applying common sense. Will they not at least try to make their arguments based on the facts or the papers that they present, or at least to make the abstracts of these papers or the references to these papers, which could be so easily done, and which they will not try to making intelligible to, for instance, the man who is looking at the television new paper? I am not advocating journals here, I am very much interested in them, but I am generalizing about his work, he sees it as an editor, and I say, you could sometimes think you have set the Rumpelhans, his Editor, in a head- line for the National Inquirer.

I have noticed lately that there is a growing concern about this problem, and that editors are not alone. The Arthur D. Little Laboratory recently presented a survey in which the point is made that our means for transmitting scientific information into places where it can be used to solve practical problems are still rudimentary and inadequate.

But let's stop for a moment and ask: Must all science be relevant? In recent years, we have seen the notion of relevance carried to extremes. A number of people have decided that it was the "futility relevant" transformation of our university research which was causing the reform. Berthold Brecht, in his otherwise admirable dramatization of the life of Galileo, has his hero say at one point in the play, "Science consists in it that it can reduce or alleviate the misery of the human condition.

But we need not go that far. We need not think that only obviously useful science should be made relevant. In other words, if in the pursuit of research—that research done in the search for utility—it has opened up some startling Pandora boxes of nuclear physics and genetics, for example, Max Plank has said that the practical use that quasar scientists might some- day get out of this.

So let us decide on the basis of perceived utility whether science should be made intelligible to non-specialists or kept as "private property." Whatever technologies may take us, we should have some understanding of them.

Let me quote another statement from the Arthur D. Little report: "Scientific and technical information is often presented as a problem of importance or problem of decision making. It is considered more as the product of research and development, and as the lubricant of further results in the decision making; it is material for important policy or decision-making activity. It is considered more as the product of research and development, and as the lubricant of further results in the decision making; it is material for important policy or decision-making activity."

This presents an appealingly shortighted view of the importance of science and technical information. Wherever we are in the process of making decisions, we are in the process of making policies. The need for information is vital for the formulation of important policy or decision-making activity. It is considered more as the product of research and development, and as the lubricant of further results in the decision making; it is material for important policy or decision-making activity.

So let us decide on the basis of perceived utility whether science should be made intelligible to non-specialists or kept as "private property." Whatever technologies may take us, we should have some understanding of them.

I am confident that television is used as a new means of communication, and that its use in education may be of great importance.
Television—Bane or Blessing?

As we consider that human beings can now communicate with each other, from almost anywhere and whenever they wish, we must ask ourselves, how will we use this new ability? How will we use television to benefit society, or will we use it to harm society?

From this point of view, E. J. LEDWICK writes "Commuication Research and the Reawakening of Culture" (in Modern) 1970). His article discusses the symbolic values of the three communication media and the way in which the history of communication can be seen as a "mythic representation" of "culture."

Similarly, WEBER, in "Communication, Social Change, and Development," in Reports on Broadcasting International (September 1970), discusses several theories about the relation of communication to social change and personal behavior. He suggests that communication should be less concerned with dissenting new ideas and more with helping people to understand the complexities and consequences of different kinds of social living.

In an earlier discussion, D. OCHSNER describes man as the "social animal" media as an "invasive influence." "Television: the social animal," in "Amenity: the Role of Symbols in Communication" (Political Parallels, 912, 1970), points out that television, unlike the cinema and "live" drama, has no conventional public participation but rather dissolves social bonds. Fragments its audience in individuals and individuals in"research—that is, research done in the search for truth without any previous agreement or utility—has opened up some startling Pandora boxes of men in physics and genetics. For example, Max Planck remembered the practical use that quantum mechanics might some day be put to.

So let us not decide on the basis of perceived utility whether science should be made intelligible to non-scientists. Utility has its day. Sooner or later, we might have some use of understanding that quantum mechanics might some day be put to.

Do you have a TV set? It is a great way for you to get a good vision of what is happening in the world. It is a great way for you to get a good vision of what is happening in the world.
Reflections of a Godfather

by James M. Lukfin

This is a slightly adapted version of a luncheon speech made at the First Annual Meeting of the Society for Scholarly Publishing, successor to the Association of College & Research Libraries, June 1, 1979, Boston, Massachusetts.

I stand before you today, very much relieved at the little that has happened upon me, and for those of you who did not attend the three meetings of which I have been chairman without dropping out of the mainstream of social living.

At the second meeting of the Association for Scientific Information held at Cherry Hill, N.J., in 1975, Woody Gannett named me President. Now you would think that I might be grateful for that, and indeed it was something of an honor to be the first person in the history of the earth to be named President of a mailing list. Woody conferred this honor upon me because of my taste for fancy remarks, including ones in Greek.

But he was not satisfied. At the third meeting, in Boston, in 1977, his speech included a long eulogy, in laconic periphrasis, which named the King of the Association, and I had every reason to fear that if I stood around I would be named Emperor at this meeting.

But in the intervening two years, a great change has occurred, and I have been brought into SBE. Dave Dobson suggests that I might compare that to finding myself the Queen of the Castries. It has happened to the Commodore Hotel in New York, where we held our first ATB meeting. The inside of it has been used for a mess hall, and within the old small there is being built a magnificent new hotel.

But what I really want to talk about this
soon has to do with something that Earl Coleman said at our meeting in Washington two years ago. Earl Coleman, then Chief Executive of the Planum Press, listened patiently to the arguments of editors and publishers and indexers and typographers and proofreaders and all who together put things into print. After hours of discursive debate about black and breast-beating and table-charging, he stood up and said: 'If only we could get rid of the authors and the readers, we would not have any problems.' I am not about to plead for a better understanding of the relations between the two.

Now, except for the last two years, I have been on our editor's editor since about 1960, and I find that a great deal of the information in this manuscript is too little understanding of the part of authors—too little understanding of what their readers are or who their readers could be. I have had at least a hundred manuscripts handing in just yesterday, and with notes from the author saying: "Here is a complete manuscript. Where do you think I should offer it?"

I finally developed a more or less rubric—standards of interest to be followed by our dear author, of a civil engineer who built a great bridge and then said: 'Isn't this great? How shall where I put it?"
and light refreshments (mid-morning and mid-afternoon), but no lunch. To allow time for individual participation and for movement among attendees, there must be no more than nine and no fewer than six registrants.

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Get more information from Dr. Edward A. Wofry, 1035 Cresthaven Drive, Silver Spring, Md. 20903; 301-344-7485 (office); 301-344-1152 (faxes).

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• To facilitate interchange of learning among workers in all fields of scholarly endeavor, including, but not limited to, the humanities and related disciplines.
• To improve communication among practitioners engaged in all aspects of the transfer of scholarly information.
• To foster the advancement of user-responsive systems for the transfer of scholarly information and to encourage the development and use of appropriate technology.

SSP's three-day meeting began with a plenary session on "Technology" presented by E. K. Bennett, Director of IEEE Publishing Services and Program Resources.

Scholarly Communication: Major Components of Cost
Composition Alternatives
The Changing Marketplace for Scholarly Works
The Review Process
Publication Design Workshop

An Atlanta Academic Publishing

Speakers and attendees spanned the gamut of commercial and nonprofit publishers, librarians, printers, computer engineers, editors, educators, and those involved in abstracting and indexing. The diversity of the more than 300 participants stimulated interchange and communication among these professionals in the field of scholarly publishing.

Plans are underway for the SSP Conference to be held in Chicago in 1980.

---Ann F. Burgmeier, Supervisor IEEE Publication Production

CCS

The Council of Communication Societies will hold its 1979 Conference on "The Executive House Hotel in Washington, D.C.

More detailed information will appear in the next issue of this Newsletter, but FOACs are urged to attend.

Past CCS Conferences have been more than ordinary stimulating and informative, to say nothing of their attractive registration fees—the $20 covers all day-long breakfast, conference and closing banquet, lecture or panel sessions presented by "people in the know."

This year's Conference will concern communication in the 1980's—first, influence of government, business/industry, science/technology, and the public; second, censorship vs. the right to know.

ASIS

ASIS—the American Society for Information Science—will hold its 42nd Annual Meeting October 14-18, 1979, at the Downtown Madison Hotel in Minneapolis. Discussions and papers will relate to the subject, "Information Choices and Policies."

The program is being advertised as "dynamic." It includes pre-conference meetings concerned with documents, information services, and data bases; seven special sessions on various aspects of the national and international management and use of information; sessions on digital image enhancement, hobby computers and personal computing; and the White House Conference on Library and Information Science, among others; and 30 sessions organized by ASIS Special Interest groups.

There will be many exhibitors, a buffet Supper and Mardi Gras on October 14, the Information Science Theater, and other features. Students, instructors with classes, and single-day attendees and exhibitors can make special arrangements; individual registrations range from $70 to $120.

Get further information from Sam Bem, ASIS Executive Director, 1101 16th Street NW, Washington, DC 20036.

What is INTECOM?

INTECOM is the International Council for Techni
cal Communication, an association of the technical communication associations in eight countries—

Australia
France
Norway
Netherlands
United Kingdom
United States
It was organized in 1979 by societies of the countries listed in this article. The Society for Technical Communication, as one of the founding organizations, represents the United States.

Try Again

An article in the last issue of this Newsletter described the Lexicon LE-3300, a pocket translator with alphabet and light-emitting diode display that provides instant translation between English and any one of several European languages.

An article in The New York Times for March 29, 1979, reported on "two pocket translators, the LE-3200 and the Magic Mike," but pointed out that the monosyllables are far beyond their vocabulary. The author, Ralph Blumenthal, concluded with, "You won't believe how light it is in the meantime, Berlitz and the phrase-book publishers,..."

Apparantly, in many ways, both devices display European verbs only as infinitives, make mistakes about idioms, and confuse such "identities" as "back home" and "check-in time."

Associate Tech. Editor Needed

If you have a solid technical background, proven editorial and publishing skills, experience in interfacing effectively with technical and scientific personnel, you could be the Associate Editor of R&E's technical journal, the R&E ENGINEER.

In this position, you would be responsible for editing articles submitted by specialists, planning issue themes, coordinating all scheduling and listener to meet deadlines, and maintaining contact with outside publications to assist R&E authors. You would also write short news items, introductions to Educational (Technical) and Information (Technical) items, test articles, etc., for R&E ENGINEER.

You should have several years experience in the authoring, editing, engineering background, and excellent writing skills.

Salary is commensurate with experience. A liberal fringe-benefits package applies. Offices of the journal are in R&E's Cherry Hill, New Jersey facility.

Send resumé and salary requirement, in confidence, to:

Thomas R. King, Editor R&E ENGINEER R&E Corporation, 3rd, 22d-2 Rte. 36 & Bedminster Road Cherry Hill, New Jersey 08034

We are an equal opportunity employer.

Writing by Wire

Dutch engineers at Phillips Industries and Dietz Industries have achieved an 'artistic' milestone in the field of visual images over a telephone line: an electronic "note pad" with underlying wire grid so arranged that a stylus actuates six to eight signal transmits that spit to the corresponding location on a visual display device at the other end of the telephone line. Thus, as the pen moves over the pad, letters and numbers appear to be transmitted on the small video screen at the receiving station. The signal containing the video can be sent on an average telephone lines simultaneously with a voice transmis-

The "Schrödinger" device has been tested in a transcontinental experiment between The Netherlands and Indonesia and will be further tested later this year. If widely accepted, it might become available for about the price of a color television set.

Information via Communication Notes (February 1979) from International Institute of Communications, London.

Teleconferencing

PC-ers interested in the use of electronic media for education or personal interaction will enjoy Vol. 28, No. 3 (1978) of the Journal of Communication. It contains several articles on teleconferencing, which, as a generic term, seems to include all types of discussion via telephone, with or without video reinforcement, between physically separate groups or individually.

"Teleeducation" "tele-education," and "televideo-based instruction" are particular forms of teleconferencing.

Topics discussed in this issue of the Journal of Communication include the following: a survey of experimental studies of the goals and characteristics of teleconferencing techniques used in the Open University of Great Britain; computerized conferencing; human, machine, and information factors in teleconferencing; and programs and methods of the University of Wisconsin's Educational Telephonic Network and the experiment in which the Synchopone satellite was used to link DRESO headquarters in Paris with the Conference Center in Niabra during the nineteenth edition of the General Conference.

A related article is "New Technology for Home-based Learning" which appeared in the Communication Society's" and "Other Frontiers, Summer 1979." In this article, T. Bates surveys systems and equipment now available for providing continuing education for minority groups, professionals who want additional or up-dated training, the physically handicapped or home-bound, etc. There is a growing interest in education through satellite, a corresponding demand that campus colleges develop the necessary hardware, software, and methodology.

"Information from Communication Notes for December 1978 (Vol. 28, No. 3) and March 1979 (No. 2)."

It's easy to find reasons why other folks should be patient. -George Eliot
Non-Human Communication

II

Wahalo, the chimpanzee who can communicate in American Sign Language (ASL), was noted in the last issue of this newsletter, along with Lone, also a chimpanzee, who communicates through an electronic keyboard. Lone, however, is a female infant gorilla named Koko, whose skills are noted here for communicative talent. Her skills are described by Francine G. Patterson in "How Gorillas Acquire and Use Symbolic Language in Another Primate" (Brann and Language 51, 1976; summarizing Communication Quarterly, December 1976, No. 481).

Koko, at the age of one year, was introduced to ASL by Washino and Liberman and quickly learned a vocabulary of 100 words and had begun to combine these into two-word statements. Her language skills are still expanding; her linguistic abilities are thought comparable to those of Washino.

Studies of Koko's and Washino's progress in acquiring sign language and in the semantic development of a gorilla, a chimpanzee, and a human baby are combined in a book that should be found useful in ways not immediately foreseeable.

A note on the word "monog": Derived from the Konso (Kongo) language, "monog" is used in English as either noun or adjective, preferably with a soft g as in "finger," to mean anthropoid age-i.e., gorilla, chimp, primate, orangutan, or gibbon.

Voice Recognition System

Bell Telephone Laboratories has an experimental, speaker-independent voice- recognition system in use in-house to provide directory assistance for its 17,000 listings in the Bell Labs phone book.

Voice recognition systems have been around for a single-microphone service for an entire field, several templates combine, each representing only a portion of the word. Although fast, these systems are limited in capacity, in fact it is economical, because the phonemes that form one word and that make one of these based on the sounds used in speaking. Thus came into being the signatures or sets of syllable-signs that we call today computer- and technical writing.

Early documentation, in The New York Times about 3000 NC, consisted of crude pictures inscribed in clay or marks represent phonetic sound. With increased usage, the pictures became conventionalized into sets of sounds accepted by the major sources of technical information and evolved into stylized characters that represented the sounds used in speaking. Thus came into being the signatures or sets of syllable-signs that we call today computer- and technical writing.

After several hundred years, it became apparent that syllables consisted of two kinds of sound: those made completely with the mouth open-i.e., the vowel sounds, and those formed only with the lips-i.e., the consonant sounds. It was learned that consonant sounds are more important in the mouth of a mother or the mouth of a language. It was also observed that, by slight adjustment, the sounds of English are made with the tongue to represent the vowels and consonants separately, with resulting economy and simplicity in the sign system.

Corporate Communication

In the fall of 1974 the Industrial Communication Council made a survey of their membership to profile characteristics of their customers. This, they then examined. In the Spring of 1976 a second survey was conducted on the same basis. The results of the two surveys were then analyzed. This resulted in the following:

- More than twice as many publications were reported by the 56 companies in 1977 (170) as were reported by the 82 companies in 1975 (70).

- Among the most useful types of publications (newspapers, newsletters, and magazines), newsletters captured about 30% of the field from newspapers; magazines about 50% of the field from newsletters.

- More companies remained the most frequent choice for internal communication, weekly issues increased 9% from 49.6% to 51.1%

- While the bulk of the publications continued to have less than 8 pages, a surprising development was the 13.7% increase in those with 16 to 20 pages.

- Many more companies are using techniques other than publication to communicate with their clients in 1975 than were in 1974; only 3 non-publication techniques were used by 30% of the companies compared to the 14% of the companies responding in 1974, but 4 years later non-publication techniques were used by at least 5% of the companies responding.

- From Industrial Communication Council Newsletter via Communication Notes (February 1979)

PC's Transactions

Holly Joens, Editor of PC's Transactions, has begun a feature called "Ask the " for informal reader response.

Hopes to publish in each issue a letter or short essay-like communication with two, more solicited responses and perhaps a reply from the original author.

PC-people, write a paragraph or two on your pet peeve, a proposed "faster forward," thoughts about a controversial subject, or your need for help with a problem.

Some people would rather disappear forever than speak before an audience. Although a speech may be possible, one should in public, and an audience may vary from one person to thousands.

PC-people are invited for consideration for a special issue of PC's Transactions to be published in March 1979. Submit papers to the IEEE Professional Communication Society.

The emphasis should be on effective oral communication of technical information to either a technically trained or a lay audience; the size of the audience may range from one person to thousands.

Papers will be due by September 15, 1979. Expressions of interest to submit long abstracts are requested by July 6. If you want to contribute but are not reading this notice after July 6, write directly to the IEEE Professional Communication Society.

Copies of the June 1979 issue of PC's Special Transactions on Personal Communications are available for $1 each in any quantity. Make checks payable to the IEEE Professional Communication Society.

Communicate about any or all of the above by writing to the IEEE Professional Communication Society, 345 E. 47th St., New York, N.Y. 10017. (212) 481-7566.

We trained hand—but it seemed that every time we were beginning to form up into teams, we would be reorganized and sent off in different directions. We tried hard to meet a new situation by reorganizing, and we continued to make mistakes in adapting. We were continually being for creating the illusion of progress while producing confusion, inefficiency, and demoralization.

Petroleum Arbiter

PC-ers at 26th ITCC

Six members of PC's Addikey and one former member took part in the 26th International Technical Communication Conference held in Los Angeles, May 29-30, sponsored by the Society for Technical Communication.

Craig Watkins and Dan Reishe gave papers; Ron Ellicott, a former member, gave a paper and workshop; Dave Dobens and Herb Michaelson moderated a panel discussion. Formerly Schleicher chaired the Writing and Editing Forum. Ten of the four Conference Steens, 10 to 15 sessions were organized and 50 to 60 persons spoke or presented. Fifties of technical and non-technical speakers discussed various teaching methods and speakers and non-speech communication and speech. In the Writing and Editing Session, discussions concerned style improvement and the use of language, quantity, quality, variety, problem, and intertextual and technical writing, translation, ethics, and indexing.

More than 500 technical communicators attended the conference. The 87th ITCC will be held next May in Minneapolis.

PC-ers for Engineering Management

The PC-ers are on the program of the Engineering Management Conference to be held at Stouffer's National Center Hotel in Arlington, Virginia, November 5-7, 1979. Dan Reishe of the University of Connecticut and Howard Clark of the National Standards of Washington.

In his workshop on problem-solving (Nov. 7), Dan Reishe will discuss models, systems, and patterns for decision-making. Participating in small teams will apply some tools and techniques to problems from their own work environments. Organizational, technical, and personal aspects of solutions will be considered, including such things as values and human behavior, transnational difficulties, communication skills, and creativity.

Howard Clark will give both a two-hour lecture during the Conference. The tutorial is a two-hour "How to Make Effective Presentations" on November 8 and 9, immediate application.

The tutorial is being sponsored jointly by PC, IEEE's Engineering Management Society, and the U.S. Patent Office. Its first half, an expanded version of the two-hour lecture, will consist of teacher-student dialogue and a workshop on the preparation of visual aids. On the second day, each member of the class will make a ten-minute presentation, which will be recorded on videotape. All class members in both written and oral critiques.

The tutorial will be given in the offices of the Patent Office, about three miles away from Stouffer's Hotel. The registration fee of $75 per student will cover a set of prepared notes, material for visuals,
b. Enroll in PC's home-study courses ("Technically--
Wish you or others to enroll; offer to be an instructor.

c. Suggest that PC's 2-day workshop on writing
technical papers be offered in your company or
IEEE Section.

Meetings Committee

a. Take part in planning or presenting a national
or local PC-sponsored conference or profes-
sional society meeting. Select "The Psychology of Professional Communication" or another topic for presentation at an IEEE convention or at the convention of a national communication society.

b. Organize or participate in a PC-sponsored session,
(i.e., have three speakers or panels discuss
different professional communication topics),
at an IEEE convention or at the convention of a
national communication society.

Work and Means Committee

a. Co-teach an ADCom meeting.

b. Suggest a goal or project and volunteer your
services.

Out, Derned Darned Spot

In his letter published in the April issue of the IEEE Professional Communication Society Newsletter, Mr. Ruffner objects to the con-
tent of articles in the January issue of the society's newsletter, "Reading Problems," which criticized the methods used by teachers teaching professionals in today's public schools.

Mr. Ruffner also questions why such an article should run in the PC newsletter at all, as he asks: "Is this traditional teaching that causes reading problems to mysteriously disappear after a year of implementation?"

Perhaps I can answer one of Mr. Ruffner's questions. This "traditional teaching" method, Mr. Ruffner notes, is "a by-product of the Seventh New College Examinations as a method of teaching commonplace words by learning the phonetic values of letters, letter groups, and especially syllables."

Since phonics was replaced by the "best recognition" teaching method, the teaching profession has produced a steady stream of high school graduates who, at least at what was once considered to be the fifth-grade level. Today's high school graduate is a second-rate "auto" and "call" after only one week in the first grade. By the time they have graduated from high school, some will have added "See Spot run" to their repertoire of "words I've seen before."

Meanwhile, the teaching profession continues to call strikes and extend higher and higher salaries to the suffering taxpayer, and to lobby for its own federal Department of Education, proclaiming that today's children are the best-educated generation in history. It cites as proof today's low failure rates and high incidence of A's and B's students--which using the traditional phonics method, the great valedictorians who can barely read and write.

I hope that the preceding will answer Mr.
Ruffner's question regarding the traditional teaching method. It is easy to understand, that I can only answer his questions regarding the "Psychology of Professional Communication," a column in the PC newsletter with another question, what brings these two quite different kinds of writing together? Is dealing with reading skills than in a publication expressly devoted to the professional interests of professional communicators?

Please, let's all do everything we can to restore the traditional phonics method of read-
ing instruction to our public schools, while we still have someone to write for and to. Let's bring back the phonics method, and Jane the books. And may my tormenter, my harried reader return, and forgive me for saying it...let's give Spot the boot, too.

Bill Falko
Senior Editor, PC,
IEEE, Member, IEEE/PCG

Comment on T-WI

The following "testimonial" came to me from a professional who had recently finished PC's Home-Study Course, which Mr. Ruffner mentions.

"You may be interested to know that one of my
department's goals at work is to have all fourteen of our
technical writers and technicians given and T-WI course. Three of them have finished it and four
others are now taking it. The writing of several of our
technical reports has improved markedly."

Health Care

An IEEE Committee is being created to formulate
policy statements on the application of technology to health care, issues to be considered are:

- cost of obtaining and delivering health care
- use of information systems

application of technology to prevention of disease through regulation of the environment

technology-related education

physician/engineer relationships

and regulation of technology

Bert Pearline has been asked to come a PC or
serve on this Health Care Technology Policy Committee, which will meet under the United States Activities Board, Write or call Bert if you would
like to be a member.

For example, instead of nine different symbols to designate three sets of syllables, he
would reduce that to three symbols, if he could.

As far as I'm concerned, all anyone needs is to learn the alphabet, and the other symbols
are just for convenience."

Brian, who is concerned about the alphabet,
and as, he, and is, only six are needed, as
shown here--one for each of the three vowel sounds in the English language. Of course,
other symbols can be added for special sounds.

by the way, "can" and "can't" with any vowel sound, or consonant can be used with others, as
to, to, too, now, and so on.

"Thus, about 100 BC, people began to represent
objects, sounds of speech, and vocalizations of
languages of other people, which have differed from us today
that is, by meaningful sub-sets of a larger set of
characters called an alphabet."

But even different groups of people spoke differently, there were different kinds of spoken words--i.e., different languages. Through
the years, these alphabets have developed for writing these languages although very often one
alphabet has served for more than one language.

Today, for example, English and the so-called Roman
languages are written in Latin (Roman) charac-
ters or letters, and a number of Eastern languages in Arabic characters.

These individualistic scripts are all very well,
nationally speaking, but they make for fragmented,
and unassimilatory international enlightenment. Ne-
evertheless, improved communication among those who
speak different languages can be fostered in several
different ways.

In a personal level, individuals may stay at
home and read, at least in different cultures; they may travel or visit in many countries and
become familiar with different cultures; or they may at
the same time, with varying degrees of success, to speak and understand a language of
more than one nation.

On the other hand, all people might learn to read
and write two languages—their native tongue and some
different tongue." For everybody's second language, a common, understandable, and
meaningful language must be devised. The common
language required, for example, by the German,
and Chinese, has many advocates, though it
was introduced via the British Empire, Eastern or
African speech systems. English itself has been
suggested and used as a phonetic code called
Roundspald—will make is keenly want Visit
these.

Still another option would be a universal lan-
guage such as Esperanto, which has existed for
more than 1000 years at least!

which is seen as some sort of worldwide picture language.

Actually, several modern picture languages have
been developed, and are being used, for one purpose or
another, but in a sort of reverse evolution; whereas traditional pictures evolved into words, modern
words are being made into pictographs.

One of these communication systems is musical
notation—staff lines, clef signs, flat little dots
and waves with or without stems and halos, and many
musical curbs and letters of abbreviated but posi-
itive instruction. This system originated in the Re-
naissance.

The newer system of phonation is used to
specify dance movements; and with Vividkino's
nineteenth-century system of combinations and combinations
in even more detail the position and motion of parts of the body.

Modern "shorthand" systems are nineteenth-century
syllabaries. For example, one simple sign stands for
the preposition, position, and the sign that is
for the suffix-aug, and so on; the signs for all
different names are put together rapidly
in a flowing cursive movement.

Therbligs are graphic representations of action
and situation as described and used by the American
erengineer Frank B. Gilbreth who pioneered action
studies and work analysis. (Note that Therbligs is
Gilbreth in the plural.)

International road and highway signs give warning,
information, and general information symbolically:
= remember ahead, = road curves to the left,
and so on.

ISO/IEE is a system of pictographs designed by
Otto Neurath and was singly or in combination as word
complements with any language. The symbols are
stylized representations, of nouns for the most part
that the ISO/IEE vocabulary; rules for drawing and com-
binating them constitute the ISO/IEE grammar.

In the British magazine Bug for November, 1976,
an article by Roger Kirk describes a set of
symbols devised to help a young man whose brain was
damaged in a car accident. After the accident he
was unable to speak or read, but he could comunci-
ate by making pictures. In the language made for
him, nouns and objects (about 200 of them) are rep-
resented pictorially. Directional arrows connect words to verbs and indicate time; adverbs and ad-
jectives are shown by arrows and symbols somewhat
different; and nouns or a verb is a negative, a
symbol in a square is an abstraction, a small
"squiggle" is a verb, a "wiggly" is a noun. "Means I want, means happy, and so on.

Another pictorial language, the system of Ille-
symbolics, is more diagrammatically, more sophi-
ticating, and more logical than the language
described by the Cooker. Nevertheless, like the
Cooker system, it is named after Charles Blish, is
based not on sound or meaning.

"Bliss' Emotography (1949) is not only a text on
the use of symbols, but also a philosophical discussion of language, especially the value of a
language as an instrument of thought, of speaking, reading, or writing of words. The Bliss
system consists of about 100 basic symbols—picto-
graphs, ideographs, arbitrary signs and abstract
concepts. These combine to form thousands of statements, questions, and instructions."

Because Expressions explains meaning directly,
they are easily learned. They can be displayed on a
portable laptop computer, and even remote-control devices can be used for pointing or selecting,
and for communicating with a written word which has the same meaning, so that messages
can be understood even by those who are unable to communicate otherwise—by non-visual children and adults;
be those who are deaf, autistic, aphasic, or mentally handicapped, byVietnamese, Native American,
or other physical impairment. A simple conversation in Blissymbolics accomplishes the following:

For a discussion of yet another set of pictographs
see the review of Henry Dreger's Spring Sourcebook
elsewhere in this Newsletter.

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Friends in Blissymbolic Language

Visitor: Hello here are fruit and picture book

Gifts for your birthday

Patient: Thanks I like all fruit and the book is beautiful

Visitor: They say one picture equals ten thousand words

Patient: Always and especially in Blissymbolic language

Visitor: I go now

Patient: Goodbye many thanks I feel good

Boston PC Chapter

A second chapter of PC has been organized! We now have one in the United States, as well as one in the United Kingdom.

Two PC-ers met on May 10 in Boston, elected three officers, and planned to hold monthly meetings beginning in September. They hope to have speakers on various aspects of written, spoken, graphic and automated communication, and on the development and use of communication equipment.

Ron Dewes (retired) and John Phillips (RCA) are advisors to members of the new chapter. Its officers are Morton Cohen (Raytheon), Chairmen; Alain Hanover (ITT), Vice-Chairman; and David Crocker (Columbia), Secretary-Treasurer.

Three cheers for Boston!

Boston PC-ers

Morton Cohen

Morton Cohen, Chairman of PC's Boston Chapter, is Manager, Graphic Display Systems at the Equipment Division of Raytheon Company, responsible for engineering of the Company's RAYCOMP display and composition systems for the publishing industry. He was previously Manager, Electronic Engineering at Dyno Graphic Systems, primarily involved with the development of phototypesetting and text editing systems.

Morton holds a B.S.E.E. from the City College of New York and an M.S. from Stevens Institute of Technology.

David C. Crocker

David C. Crocker, Secretary-Treasurer of PC's Boston Chapter is responsible for information management systems at the Nera Laboratory. He and his wife operate a small typesetting company in their home.

Dave has a BS degree in Electrical Engineering from MIT. He could not send a photograph at this time.

PC Needs You

For those readers who would like to be more active in PC affairs but don't know what to do, the Society's Adcom suggests the following:

1. Read in the list below the names of PC standing committees, their chairmen, and suggested nominal activities.

2. Find an activity that you’d like to take part in.

3. Write or call a PC officer or editor and offer to help.

By working at a PC project of your own choosing, you can not only help to preserve the quality of technical communication in general but also refine your own communication skills and add luster to your professional image.

Awards and Fellow Committee

a. Once yearly, as requested, review the submitted qualifications of IEEE members who have been nominated to receive an Institute honor and whose sponsors have asked for PC support and recommendations; rarely more than one candidate is referred each year for PC opinion.

b. Choose a PC member to receive the Alfred N. Goldsmith Award for working within the Society's organization to improve professional communication; assemble professional data to justify the choice; obtain Adcom's approval of the individual and a suitable testimonial; arrange presentation ceremony and ensure that it is publicized in PC's Transactions and Newsletter, and in an appropriate news release.

c. Collect and submit suitable data, as specified, to support the nomination for IEEE Fellow or other award of PC members considered by Adcom to merit such honor.

Education Committee

a. Present PC-sponsored lecture, workshop, or course in some aspect of communication as part of IEEE's continuing education program; support such an activity by making arrangements, publishing, reviewing proposed presentations, or suggesting and developing presentations.
Eric Openshaw Taylor

Professor E. D. Taylor, retired Chartered Engineer, was Chairman of PC’s UK/RI Chapter from 1975 through 1979. He is a graduate of London University’s Imperial College of Science and Technology, a fellow of the Institution of Electrical Engineers and a fellow of the Royal Society of Edinburgh. From 1942 through 1969 he was professor of electrical engineering at Heriot-Watt University in Edinburgh.

Professor Taylor has a number of articles and editorials to his credit; he has written two books on electric distribution and one on consumer meters. His co-authored book, ‘Electricity,’ will be published this year.

A senior member of IEE, Professor Taylor is active in the UK/RI Section. For four years (1972-5), he was chairman of IEE’s Scottish Centre, and he has for some time served IEE and the Council of Engineering Institutions as external examiner for various universities and Polytechnics.

His non-engineering activities have included playing tennis, climbing hills, being a toastmaster, editing for the Hussel Industrial Archaeological Society, and serving as president of the Royal Society of Arts (1956-60).

Meeting of UKRI Chapter

IEEE’s PC Chapter in the U.K. met in March, 1979 with the Institute of Scientific and Technical Communicators. Mr. Hugh Marlow, a management and organization development consultant, spoke on “Computer Systems—Chairman’s Address; or, Great Expectations Unfulfilled.”

Mr. Marlow postulated that none or few of the original propositions about the potential application of computers have been realized. The only achievement, he feels, has been the creation of a professionally self-centered elite which has contributed little to industrial reorganization in the U.K., but which has in fact caused massive damage to management credibility. In practice, managers continue to be beset and perplexed about shortage of time, computer programs and ancillary work have made many jobs less interesting, and many formerly satisfactory services based on manual systems have been replaced by less-convenient computer systems. The one major exception to the “unfulfilled great expectations” consists of the advances that have been made in scientific and professional engineering fields.

Mr. Marlow suggested a reason for this exception: the scientific and engineering disciplines are strong enough to determine and dictate the ways in which computer systems should be used. In less well established fields, the new computer personnel have formed a professionally privileged group which has dominated other less-organized systems designers. The result has been, in many cases, user needs have become secondary to the infallible self-interest of system designers. The possibility of reversing this situation depends on whether users can provide the opportunity for directing the activities of the computer professionals, or at least on whether they have the technical acumen to meet acceptable, clearly defined objectives.

Finally, Mr. Marlow made three predictions about future computer applications, suggesting that events described in Orwell’s 1984 and Huxley’s Brave New World may yet take place:

1. Every potential airline passenger will be required to have a computer-based identity card which can be electronically scanned at the airport through an internationally linked computer system.

2. To avoid paralyzing strikes by computer personnel in the public sector, the government of the day will introduce legislation making a public service strike a criminal, not a civil, offense.

3. A gradual discrediting of the jury system, chiefly because of racist issues, will lead to the setting up of a computer-based system of profiles; the present judicial system will be replaced by a Council which will supervise input data and compare profiles.

The meeting concluded with a lively discussion on computers in management.

Gordon A. Hanley, Secretary UKRI Chapter, IEEE/PC

Mark Cogswell, by Mary Fran Butler, has been reprinted with slightly larger type. Order from IEEE/PC, 445 Chilton Place, N.W., Washington, D.C., 20036. Prices: 1 to 10 copies, $1.25 each; 11 to 25 copies, $1.40 each; 26 or more, $1.25 each. Send check with order; get helpful guidelines for “building” reports.

All the forces in the world are not so powerful as an idea whose time has come.

Victor Hugo
New Chairman in U.K.

Gordon A. Hanley

Secretary, A. H. Hanley, Secretary of PC's U.K.

English PC-ers

Basil W. Osbourne

Secretary, Basil W.'s of England.

To Dr. K. Schleicher, President, E.M.E.C. P.O. Box 475, Baltimore, Md. 21203

Stamp

The new Chairman will be Basil W. Osborne of England.
Welcome to PC!

In March through June, 251 new members joined PC. They live in 6 provinces of Canada, 30 of the United States, and 37 other countries. Welcome to all! Please, as individuals, let us know what PC can do for you and what you would like to do for PC.

Communication Failure Spacecraft Failure

Communication Failure is a major problem that occurs in spacecraft operations. It is caused by a failure in the communication link between the spacecraft and the ground station. This failure can result in a loss of control and data transmission, which can lead to loss of mission and safety concerns. It is important to understand the causes of communication failure and to develop strategies to mitigate it.

EPA Logos

The United States Environmental Protection Agency (EPA) uses its logos by printing a 6-inch symbol on the bottom of reports, brochures, etc. The graphic identifiers combine abstract and metaphorical representation of clean environment, contamination by pollutants, and the work of EPA departments. Six symbols, from top to bottom signify air, research and development, pesticides, noise, toxic substances, and radionuclides.

Too Much Involved

A publishing house involved in magazines—

A program involving 12-hour days—

A method involving electronics is so new that hardware involving this principle is not yet available.

A manuscript writing involving involvement involves those involved in a state of involvement.

State of the Art

"Review Article: Word-Processing and Text-Handling Devices," by A. Phillips, explains terms and describes equipment and methods used in systems designed to simplify and speed up the drafting and final preparation of documents. Discussions cover the history and operation of "fast editing" devices, from the 1950s to the 1970s. Modern paper-tape machines of the 1950s, the later "teletype" devices, and card-driven typewriters to more recent typewriter/computer systems which include such refinements as VIDEOS (Video Display Unit), VSM (Video Signal Monitor), "daisy wheels," and "front-end" processing.

This article is old but good. It appeared in the first issue of the Journal of Research Communication Science (May 1970), published by Elsevier in Amsterdam.
Think!


In Messages and Myths, the brothers Miller explain and describe how to combat the fallacies behind certain statements which disrupt interpersonal communication. Some of these "myths" are listed below, with very brief suggestions for eradicating the fallacies. They encourage:

1. "If I've told you once, I've told you a hundred times." Did you really understand what I said? There is more to communication than telling.

2. "You don't know what the word means, look it up." What did the person who used the word mean? Remember that meanings emerge in conversation, are learned in social contexts, change with time.

3. "I hear you! I'm listening!" Do you understand what you are hearing? Communication is more than the bouncing of sound on an ear drum.

4. "Every little movement has a meaning all its own." Does it mean the same thing in every situation and society? "Little" movements are often very cues, rather than meanings.

5. "I don't need anybody and I don't influence anybody." Are you sure? People are interdependent; we act to reinforce or contradict each other's and our own expectations.

1300-word English

Eliphs, Presidents, etc. of Arlington, Virginia, has copyrighted an editing system called Eliphs Technical Language Control (ELLC). The system works like this:

EITC selects 1300 words common to technical fields in general; each EITC contains 3000 to 5000 words for a particular technical field. EITC "flags" forbidden words and constructions, and final decisions are made by a human review board.

Because its vocabulary and stylistics are strictly defined, EITC produces clear, impersonal copy which can be easily understood and which readily yields to computer processing. It is based on concepts and criteria of the U.S. Department of Defense Military Specification MIL-HDBK-107 (TM) of May 1977 and supports the objectives of Executive Order 12004 of March 1976.

John Bayurt, President of EAI, calls EITC-produced text "accurate but boring" to those in politics. For example, however, will suggest that run-of-the-mill maintenance manuals tend to be boring. Bayurt adds: "I think the translations are readable. The first two sentences below are mechanical; the second two are with EITC revisions:

Preventive Maintenance

D-1. OVERVIEW. Preventive maintenance ensures that the gun mount is ready to function satisfactorily at any time without preliminary checkout. To achieve this readiness capability, a program of preventive maintenance has been developed to ensure operational readiness at all times, regardless of adverse environmental conditions of either a universal nature or unique to the user's locale. . . . Visual checks are included in tabular listings telling where and when to inspect, clean, and lubricate. Corrosion control also includes preventing the corroding of materials. Lubrication consists of application of all grease, and other lubricants, along with an aggressive campaign of corrosion control.

Section 1. A Description

A good preventive maintenance program will make sure that the gun mount is ready for operation at any time. . . . A maintenance list shows you how and when to apply lubricants, and clean and check all equipment.

--Information from the Historical Eye (May 14 and June 19, 1979) and Eclipse letter (May 1979).

Let Me Call You Sweetheart

How do you begin a letter to an address whose sex you do not know?

The following are some of reader responses to a similar question asked recently in The Effective Manager, written by Warren G. O'Day and Eleanor Y. Joseph (Boston):

1. Use a title or occupation, as "Dear Personnel Manager." Likewise, "Dear Sales Representative, "Dear Associate, "Dear Professional,"

2. Don't say "Dear" anyone; replace with "Greetings" or "Good Morning.

3. Quit the salutation altogether and also the complimentary close ("Yours Truly") or "Sincerely")--or "Hello" and "Good Day.

4. Greet the company--"Dear GTE.

5. Write "Sir or Madam," "Mr./Mrs./Miss/" or even "Ladies and Gentlemen.

Eliphs

What I dislike about football coaches is their elitism. If you're not good enough, they won't let you join the team. They don't care about your creativity. I think that's undemocratic. As long as your holistic intention is creative, I don't think they should count families or missed tackles or superficial mistakes like that.

I think the sports coach athletic teams ought to be required to take courses in education. Then they'd learn what matters is a holistic approach with understanding and appreciation, not subservience and winning.


Jim Lufkin receives Life Membership in the Society for Scholarly Publishing. With him are A. F. O'Sullivan, Jr., and E. K. Gennett, SEI Officers.

Peter pitcher, P.U.'s Goldenist Award for 1976.

Bear: Please read out loud.

Billy: It has the Institute logo with two little arrows and it says 'IEEE PC Society, A. N. Goldsmith Memorial Award, 1976,' Evelyn E. Schmitzinger. It's beautiful. Thank you, all PC-ers.
Letter from the President

Once again, in the present gasping crisis, the general public is confused by information coming from the government, communication media, and oil companies, and the gap of mistrust and ill-informed public is likely to make a more constrained workplace atmosphere for workers of the technical community. But government and industry are not necessarily the entities that are supplying the media (as in motion pictures like "The China Syndrome"). The problem lies in the ability of the press to study and analyze technical information effectively to lay a public.

Everyone involved has done some sort of insanity. People in industry cannot fully trust or completely be believed. Information that comes reporting or that often do not understand it, or who have not the time to evaluate pieces of information into a logical format. The news media, therefore, transmits faulty or uncoordinated information to the general public, which again may not understand it or may receive the wrong "facts" or the wrong impression. The conclusion follows in its many cases interpreted as deliberate deception. Mistrust rises and increases. The credibility gap over what we see and what the future communications become even more suspect than those of the past.

Although there may be some deliberate cover-ups in some quarters, government and industry in general consist of people who are ethical, hard working, honest, and sincere. The problem lies in the fact that technical matters are not communicated in a straightforward way which makes sense to the general public.

The news media's pushing technical people for instant answers during crises does not help either. When a technical problem arises, engineers and the press approach it in a rational way: i.e., they seek to understand the problem. Russell Baker, "Simply A Matter of Humanoping," which appeared in the New Orleans States-Item on June 6, 1979, could not get the press to accept the idea that there will be no "windsurfing" in any future communications. People are lead to believe that one plus one equals two, no one believes us.

In this context, members of IEEE/PCO have at least two responsibilities. As citizens we must question the methods and motives of the news media and insist that they become responsive to the general public's well-being rather than eager to create and transmit a story just for the sake of publishing or broadcasting. Think of the reports about "Hurricane Andrew" is when they were sensational and fast, and later. Further, as engineers and technicians we had to educate ourselves, our management, and our colleagues on the need for honesty, timely, understandable communication on all subjects.

These responsibilities deserve a mass consensus and involve difficulties which may seem unanswerable. The alternative, however, is continued confusion and mistrust and a more hostile workplace for the technical community. All of these are unacceptable.

If you know the addresser's initials, or if the first name might be used by either a man or a woman:

a. try "Dear J. Smith," or "Mr. Smith;"

b. call the person's company and ask the human resources or personnel operator;

c. use title and name (as in "Dear President Smith;");

d. write "Ms. or Mr. Smith;"

e. be innovative, "Mr. Smith;"

7. Address people more distinguished or elevated than yourself as "Your Excellency" and everyone else as "Sir."

Spelling Lesson

IV Word Warning

cessation, "cessation"

mission, "mission"

propagate, "propagate"

persuasion, "persuasion"

consistent, "consistent"

Swedish: People use the "s" in Swedish.

Mutter? Stutter?

PC Area Representative G. Allen Liebhaber calls attention to a humorous warning by Russell Baker, "Simply A Matter of Humanoping," which appeared in the New Orleans States-Item on June 6, 1979. PC cannot get the press to accept this copyright article, but we can note that its "technical aspect consists of playing with synonyms for communicate."

The people Mr. Baker writes about don't say or give messages, symbols, and only one of them insists on a focus. Others, variously,

affirm or assert (state positively) (affirm reasonably)
annoy or irritate (assure positively) (prove to be true)

explain (define) (explain emotionally)

expose (expose() (explode)

plead (plead) (plead)

sister (sister)

One must admit that there are many other synonyms for communicate, but also agree that Mr. Baker and Allen Liebhaber have done well.

Our faults irritate us most when we see them in others.

Pennsylvania Dutch proverb

Anti-gobbledygook

A new nonprofit public interest group to preserve language reform has been established in Washington, D.C. "Plain Talk," a concerned, oriented organization, is working to stop the use of gobbledygook, jargon, and imprecise language in public documents.

"We are particularly interested in the citizens' right to know and are trying to educate the public to demand plain English," states chief organizer Kim Lohman.

Plain Talk is attacking the problem of confusing language in industry by working on how to solve the problem of "gobbledygook" in writing. Its purpose, broadly speaking, are twofold: to encourage and work toward the use of plain English in all types of writing for individuals and businesses, and to educate people and organizations everywhere that the use of everyday English is good business.

The use of vague or fuzzy terms is everywhere, from the insurance contract sign to the newspaper headline; the layman, concentrated on the job profession, to reviving existing laws and to redoubling layoffs.

"Reverting the laws so that people will understand them will help remove some of the mystique in legislation," says Lohman. The Plain Talk group will include education and media seminars and research projects, and a Plain English Law Journal. The staff is hard at work drafting a law that would require businesses to use the language of all kinds, in the fashion of New York's pioneer language law.

The group is committed to persuade the public and maintain a membership widely representative of that public. There is an unending interest in all groups who want to communicate with the public. Articles concern language reform will be welcomed for the organization's journal. For further information write: Plain Talk, Inc., 682-215, Connecticut Ave., N.W., Washington, D.C. 20036

Speaker & Actor

In "Voices Speakers Play" (The Transcript for March 1979), Carol Anne N. Parker viewed speakers as actors. They should present their lines and speeches, carefully, she says, and deliver them to the podium like clearly identified characters with a well-defined purpose.

In other words, know what role you will play before you start to plan your next oral presentation. Are you expected to appear as a consultant, an expert or luminary? Be enthusiastic, adoring, objective, or unbelieving. The roles should allow the content and language of your speech and your personal manner of speaking.
Sentences to Revise

If I had money, I could gather my education.
I am so easily taken by a fool.
The effects I think would be happiness, not only with myself when I achieve my goal but also my family and friends.

This new generation would have no barriers from which to travel and to become friends with all people all over the world.

I will continue to strive for my goal.
It was so noisy in the computer center I couldn’t concentrate.

My goal is to one day have a job like this, because then I will know the work I am doing now in school will be my reward later.

—Quoted examples of student errors in “Where is all the Syntax Gone?” by J. B. Warner in the AACA Bulletin for March 1979.

Success

In “The Seven Ingredients of Success” (The Psychiatrist, April 1979), Vivian Rubin lists the qualities identified by Maxwell Maltz (Psychosurgery) as personality traits which enable people to work effectively with their social and physical environments. Here they are:

S – sense of direction: Know what you want to be doing ten years from now and work toward that goal.
E – understanding: Learn how to read and respond to hints and signals of emotion.
C – courage: Be brave enough to confront problems.
M – charity: Be kind, forgive, forget, and look forward.
X – esteem: Show respect for yourself and for other individuals.
F – self-acceptance: Be yourself; make the most of what you are, have, and can do.
S – self-confidence: Be proud of your successes and learn from every failure.

Suggestions

Ideas from the American Business Communication Association Bulletin for March 1979:

Y. D. Arnold, in “Letters That Make a Difference,” points out that, to be successful, a persuasive letter must have

1. an attention-getting opening
2. a central idea
3. constructing facts
4. a clear “call to action”
5. clarity, concise, coherence, completeness, and accuracy

Donald Shapero, in “Motivating Business Communication Students,” says

It is far more important to express than to impress.

The faster an idea is communicated, the longer it’s remembered.

Write for human beings, not for impersonal titles.

Confidence in writing comes with practice.

* * * * * * * * * *

Jill Y. Smith, in “Speaking Out,” discusses three types of non-verbal communication. Behavior called PAL (Positive Active Leadership), she points out, consists of such actions as looking directly at a speaker, paying attention to a person who is talking, nodding and smiling to show agreement, leaning forward in interest and encouragement.

The opposite of PAL is BLOCKER. Some BLOCKER behaviors are looking down or away from a speaker, looking around the room, slouching shoulders, leaning back, and frowning or shaking the head to show disagreement.

Interactions between PAL and BLOCKING behaviors are such IO-INM actions as sitting passively, looking at a speaker without any noticeable expression, and manipulating a small object at random.

Do you listen as a PAL, a BLOCKER, or a NO-INM?

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IEEE AdCom has set four times since its meeting of February 23, which was reported in the last issue of this Newsletter. The two unscheduled meetings in Los Angeles (May 27 and 28) are summarized in a separate article. Highlights of the two regular meetings (April 22 and June 20) are as follows:

1. In April, Peter Perelman presented the “Hardware” of the Alfred E. Goldsmith Memorial Award for 1979 to a new center for computer science and technology.

2. In June, Lucy H. Martin (of Pullman-Owens, Pittsburgh) was named to fill the late Goldsmith’s unexpired AdCom term (1979-81); he will represent PC in a new liaison group being formed to provide Group/Society opinion and suggestions for the staff of the IEEE Proceedings.

3. Lou Cole has resigned from PC’s AdCom; he is now a student at the University of Pennsylvania.

4. Donna Whitaker, with suggestions made by other AdCom members separately and together, is preparing guidelines for administration of a PC Scholarship Program.

5. Rudy Zende was congratulated on the Transactions issue (June 1979) on patents. Extra copies (250) were printed and are for sale as described in another article. McDonald Douglas Corporation’s Aircraft Division, with full permission and advice from IEEE Publishing Services, has printed 1000 copies for use in an internal education program.

6. Ron Ringle’s textbook and home-study course, Technical Writing, is being reviewed and rewritten. Details will be announced later. The course carries 6 CPE Continuing Education Achievement Units (CEAUs).


8. Rob Shubert has sent out news releases on PC’s growth (125%) in 1978, the home-study courses and practices, and the Goldsmith Award. PC’s new Boston Chapter will be the subject of a forthcoming notice, and PC membership ads are being mailed to the editors of IEEE newsletters.

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