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'Americanese' requires updating

Language newsletter helps businessmen to communicate

United Press International

DALLAS — American businessmen abroad cannot afford to risk being misunderstood. A wrong idiom could turn an attempt to close an important contract into a gross insult.

Mike Martinez has turned that need for precise language into a monthly newsletter for businessmen overseas.

Unlike any other language in the world, English acts as a sponge, said Martinez, absorbing new words as needed to accommodate new ideas.

"English is the major language of the world because of its ability to adapt itself. It is a living language in a perpetual state of evolution," said the El Paso, Texas native.

As an international management consultant and from experiences derived while living abroad in Europe and the Caribbean for several years with advertising firms, Martinez recognized a problem in the international business community with American English.

"Because of its variety, it is difficult to keep up with the changing idioms of American English if you do not speak it everyday. Even for the American who lives out of the country for a few years, the change in language can be abrupt.

"Americans more than any other people, love to coin new words and expressions. Traditional forms of language mean nothing if someone comes up with a better way of saying something.

"And Americans are just as fond of injecting new meaning into old words and expressions. This can create confusion and even serious embarrassment for anyone who is not up-to-date on recent idiomatic changes," he said.

Martinez combined his acquired love for the English language — borne from regular need for precise and simple wording in advertising — with his marketing skills to create American English Today, the monthly newsletter which is approaching its seventh issue.

The six-page fold-out publication is air mailed from Dallas to about 200 subscribers in 46 countries and features articles and commentaries of current idiomatic interest.

Contributions to the publication come from an advisory board of language experts and from items sent to Martinez by his friends in business worldwide.

"We include a column each month which is an anecdote or actual example of situations in which a person misused the language because he did not understand the American idiom. It is necessary to stay abreast of the continual change and businessmen know this. Many times they cannot afford to misunderstand or be misunderstood."

He said, "Each issue has a page devoted to updating the dictionary with common words and terms used in America which are relative new developments in the language. There are grammatical rules and origins of American words and 'devil' words which may have very different meanings depending on how they're used."

Martinez said the newsletter, edited by his wife, Jacqueline, does not focus on slang or colloquial words, but words which have entered the mainstream of the American culture.

"Gay, pill, straight, '10' — these are words which are commonly used but have taken on very different meanings," he said.

Food prices continue to rise

United Press International

Even though it is popular to blame the midsummer drought for rising food prices, experts insist the dry spell is only one of many factors pushing costs up.

Wet weather in the Soviet Union, an anticipated end to the Russian grain embargo, production cuts by livestock producers, increased labor and shipping costs, and even a jump in the price of plastic wrap also are contributing factors.

Overall, retail food prices are expected to rise 10 to 15 percent next year, according to the U.S. Department of Agriculture. Pork prices are expected to increase the most — at least 25 percent. Poultry could rise 15 to 20 percent and beef 12 to 16 percent.

Economists say meat and pork prices would have increased even without crop reductions due to the drought because growers are cutting back on production. But tighter feed supplies add to the upward pressure, they say.

Besides the farmer who had a good crop, there was some disagreement on who actually will profit from higher supermarket prices.

Carl Anderson, agricultural economist for Texas A&M University, said no one will profit because inflation is hitting all along the chain from crop growth to processing to transportation to market to the actual sale.

The consumer may pay more in the end, but most agriculture groups say the farmer receives very little of the increase.

For example, Anderson said for every $1 spent in the grocery store, only 30 cents goes for the value of the food item, with the remainder going for labor, packaging, transportation and processing.

Dean Kleckner, president of the Iowa Farm Bureau, said the consumer really should not complain.

"They've had excellent buys in food for so long," he said. "As long as we have inflation, consumers have to assume that food prices will go up."

Craft show registrations open in MSC

Registration for the Memorial Student Center Craft Festival is underway and will continue through November at the MSC Craft Shop in the basement of the MSC. Entry fee is $10.

The festival is scheduled from 9 a.m. to 5 p.m., Dec. 3-4 at the Rudder Fountain Mall. The craft shop will furnish tables.

Wren Grauke, manager of the craft shop, said entries in the craft festival will be juried before they are put out for display and sale to insure quality items will be available.

ATM STUDY ABROAD ATM STUDY ABROAD ATM

STUDY ABROAD FAIR
Thursday, November 20, 1980
RM 206MSC
12pm - 2pm

THE INTERNATIONAL STUDENT EXCHANGE PROGRAM

For undergraduates at TAMU. Costs the same as one year at TAMU. Study abroad for one academic year on a reciprocal program funded by congress. Applicants must:
Be a full time undergraduate student enrolled at TAMU.
Have completed freshman & sophomore years at TAMU prior to commencing their period of study abroad.
Have an overall B(3.0) average, with no grades below a B in their major field of study.
The Study Abroad Advisor will discuss in greater detail eligibility requirements for the ISEP program as well as outline the application process.

THIS SUMMER IN LATIN AMERICA

You can volunteer to inoculate, do dental hygiene & visual screening, well-digging, community sanitation or animal husbandry. Programs available in Mexico, Guatemala, Honduras, Ecuador, Paraguay, & the Dominican Republic. Representatives from AMIGOS De Las Americas will be available to discuss the above mentioned opportunities. Resource table will be on first floor MSC.

MSC TRAVEL COMMITTEE

MSC Travel Committee presents several students discussing their overseas experiences in study and travel programs.

TRANSFER OF CREDITS FROM FOREIGN INSTITUTIONS

Mr. Harvey Striegler, Associate Director of Admissions & Records, will discuss transfer of credits from overseas Universities.

TAMU MODERN LANGUAGE DEPARTMENT SUMMER STUDIES IN EUROPE

Each summer the Department of Modern Languages at Texas A&M University offers students who have the equivalent of at least one year of college-level French, German, or Spanish the opportunity to participate in an intensive language program abroad and to experience first hand various aspects of foreign cultures and civilizations. Professors from the Modern Language Department will be available to discuss in greater detail.

AMERICAN INSTITUTE FOR FOREIGN STUDY (AIFS)

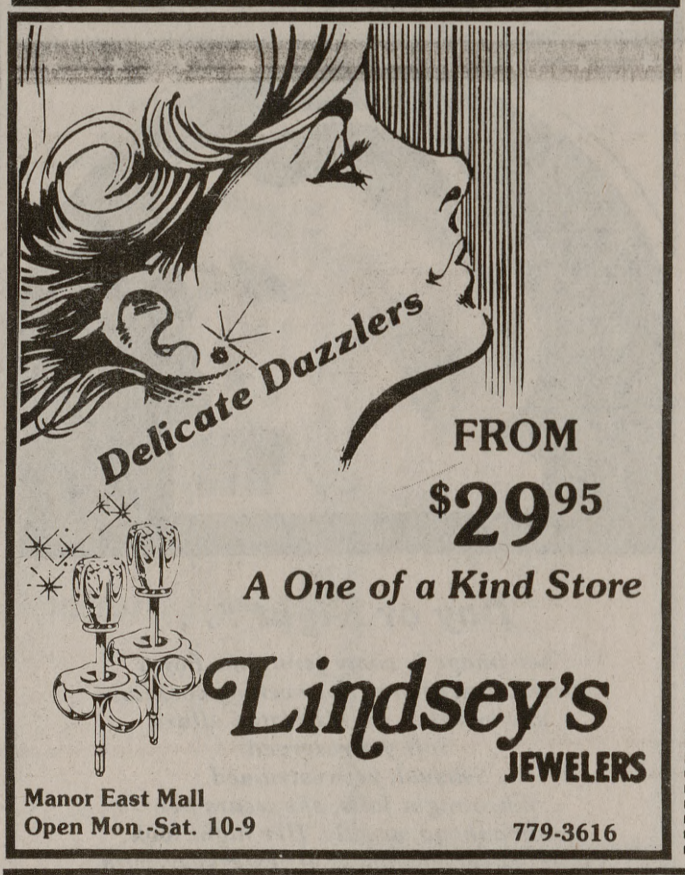
A representative from AIFS will be on Campus to give an overview of the Institute. He will be available throughout the morning (table, 1st floor of the MSC) to meet individually with interested students.

STUDY ABROAD OFFICE
BIZZELL HALL
TEL 845-1824

AGRICULTURE UNDERGRADUATES ANIMAL PRODUCTION FIELD STUDY COURSE

Any students interested in going on the 1500 mile, 7 day (Jan. 11-17th, 28 stop Animal Production Field Study Trip please preregister for ANSC 400 A (2 credits). — We will have a meeting Thursday night, Nov. 20, 7:30 in Kleberg 113 to discuss the trip. If you can't make the meeting, fill out a form in my office, Kleberg 129. This trip visits sheep and cattle ranchos, dairies, feed lots, AI studs, wildlife farms, swine farms, horse farms, feedmills, and packing plants. For more information conact Howard Hesby, Kleberg 129. 845-7616.

FALL FEST
WHEN: Saturday, November 22, 8 p.m.-1 a.m.
WHERE: Starlight Ballroom
WHO: Featuring the band — MESQUITE
WHAT: 200 Kegs of beer, sausage, nachos, and good times!
WHY: for the College Station Service for Multiple Handicapped.
PRICE: (includes all the beer you can drink) Girls — $3.50, Guys — $4.50. At the door: Girls — $4.50, Guys — $5.50
Contact the Delta Zeta Sorority for your tickets and more information. -----696-0765-----



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