

National

Reagan wins critical award for 'doublespeak' fact errors

United Press International
RENTON, N.J. — There is a group that has no doubt President Reagan is the most fit candidate for 1984.

The National Committee on Doublespeak Awarded Reagan its annual Doublespeak Award "for most blatant and frequent use of doublespeak." The word comes from combining "doublethink" from Orwell's book "1984."

Dr. William Lutz, head of the committee and chairman of the English Department at Rutgers University in New Brunswick, said the award is a tongue-in-cheek way to accomplish a serious purpose.

"We're not just concerned about glibly used language," says Lutz. "What worries us is the language of power, language used by politicians and bureaucrats that is deliberately deceptive and contra-

dictory. They've become very sophisticated."

Of the award to Reagan, Lutz said, "We decided he deserved the award because of his persistent, conscious misuse of facts," says Lutz.

He gave these examples:

— During the campaign, Reagan would tell his audience of the day he charged that the country was in a depression. President Carter, according to Reagan, the same day called a press conference to say that Reagan was wrong, the country was actually in a recession.

"If the president wants a definition, I've got one. Recession is when your next-door neighbor loses his job, depression is when you lose yours, and recovery is when Jimmy Carter loses his."

Lynn Nfoziger, the White House political advisor, responded for the Reagan camp

when it came out that Carter had done no such thing.

"I think it was Mondale who said that, and he didn't say it the same day. I think it was the day after. But that's good enough for us."

— In a Des Moines campaign speech, Reagan said General Motors employed 23,300 workers to comply with government paperwork. General Motors said 4,900 people did all its paperwork. A Reagan aide said the candidate had read it in Reader's Digest.

— Off-quoted was Reagan's reminder that as governor of California, he cut taxes by \$5.7 billion, Lutz says. Reagan never added he had also increased state taxes by an additional \$21 billion.

Lutz lists as some of his favorite examples of doublespeak: "combat emplacement evacuator," a U.S. Army term for "shovel," "experienced car," a term used by a used-car dealer, "vertical transportation corps," a Pennsylvania hos-

pital's term for elevator operators, and "genuine imitation leather" advertisements.

But Lutz says the real concern of the committee, which is part of the National English Teachers Association, is stylized political rhetoric he calls "the misuse of language — using it not as a tool to communicate but to manipulate people — or to state something negative in such positive terms that it is no longer negative."

As editor of the Doublespeak Quarterly, Lutz can cite countless examples. President Carter's definition of the disastrous Iranian invasion as "an incomplete success" he terms "classic doublespeak."

Winning another award was the Defense Department's funding request for a "radiation enhancement device." Congress discussed appropriating money for the device until a Washington Post reporter asked what it was. It was the neutron warhead.

Postal service claims 'dog day'

United Press International
CINCINNATI — The Postal Service, remembering what Herodotus forgot, designated Wednesday "Dog Awareness Day."

The idea was to protect mail carriers from dogs, which apparently are much more of a problem today than 2,500 years ago when Greek historian Herodotus reportedly wrote these famous lines: "Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds."

Caton said more than 1,800 postal employees in his 13-state

central region were injured by dogs last year and noted letter carriers are instructed not to risk injury when threatened by dogs.

"Carriers have the option of curtailing delivery that day in an area where threatened," he said. "People who don't control their dogs won't get their mail delivered. We hope this 'Dog Awareness Day' will make people leash their dogs before the carrier comes."

Caton quickly tires of cartoons and supposedly funny stories about mail carriers and dogs.

"I point out to people the real things I've seen dogs do to carriers — like take a giant bite out of the

upper part of a carrier's leg that required 20 stitches. Taking rabies shots isn't funny."

A dog repellent spray that many carriers tote along does not always work.

"On a windy day it often doesn't spray right at the dog," noted Caton. "But the big problem is many times the carrier doesn't see the dog that attacks him. It comes up quickly from behind."

Even worse than a loose, snarling dog in an individual's yard is a pack of dogs roaming loose in a neighborhood.

"A pack might keep mail from being delivered to an area several blocks in size," said Caton.

Tiny disc may make records obsolete

United Press International
CHICAGO — A tiny disc that transmits musical information using computer language and a laser beam may make the long-playing record as obsolete as a windup phonograph.

The disc, less than 5 inches in diameter, can hold up to twice the musical information and is considerably more durable than the 33-1/3 rpm, 12-inch record because it does not rely on grooves to transmit sound.

Four major electronics firms — Sony, Philips, Sanyo and Marantz — displayed variations of the "Compact Disc" this week at the Consumer Electronics Show.

William E. Baker, vice president of corporate communications for Sony Corp., said the disadvantage of normal vinyl records is that musical information is stamped into grooves, which collect dust and fingerprints that cause a record player's stylus to pick up unwanted sounds.

"Dust and fingerprints have no effect on this disc because it has no grooves," he said. "It uses a binary computer language" that is translated by a laser beam.

The disc will sell for about the same price as a normal long-playing record. The player will cost about the same as a premium record player, or about \$800, Baker said. The disc digitally encodes sound in the form of microscopic pits and flat areas along a 2 1/2-mile track, which is sealed with a transparent plastic that protects against dirt, scratches and fingerprints.

The laser beam translates the microscopic pits into "blips" that are understood by conventional amplifying systems. And because the laser beam does not touch the disc itself, the disc will last longer.

Glenn Estersohn, a Sony advertising manager, said the disc provides an additional 25 decibels of sound over conventional recording systems, has a wider frequency response and has less than 0.05 percent distortion.

"An audio engineer would run over his grandmother for a chance to hear two extra decibels," he said. "Just imagine 12.5 dead grandmothers with this disc."

Baker was more genteel.

"This technology eliminates the distance from the live performance in the studio sound to the sound reproduced in the home stereo unit," he said. "It is as close to you being there as possible."

"And its potential applications are unlimited: You can put a player in your car, because both the disc and player are rugged enough, or it is conceivable to have a portable player," Baker said.

The disc, developed by N.V. Philips of Holland, will hit the market in 1982 in Japan and Europe and make its way to the United States by 1983, Baker said.

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