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Are Coming, which plays games with a letter in the 
Cyrillic alphabet (which is not an r).

During the 1956 presidential elections the 
Hudson County Democratic Committee in New 
York erected a huge billboard sign high atop a gaso­
line station near the Holland Tunnel, which people 
driving into and out of Manhattan could not help 
seeing. The sign intentionally misspelled the name 
of the Democratic candidate and read: “On Novem­
ber 6 vote for Adlai E. Stavieson.” The caption un­
der the picture of the billboard in The New York 
Times read: “Think! Sign atop a gas station near 
entrance to Holland Tunnel in Jersey City bears an 
inentional misspelling.” A Committee member 
marked, “the planned mistake paid off wonder­
fully and got more attention than if the name were 
spelled correctly.” Stevenson’s reaction is not 
known. Being a master of the English language and 
certainly a careful speller, he most likely would have 
shaken his head at this kind of childish election­
neering.

During the 1988 presidential campaign both 
candidates, reading from prepared notes, made in­
teresting slips of the eye: Governor Dukakis spoke of 
equipping aircraft carriers with modern “musi­
cians” [munitions], and Vice President Bush said: “I 
hope I stand for anti-bigotry, anti-Semitism, anti­
racism.” These slips were essentially due to the sim­
ilarity of the initial letters or part of the word, like 
the typographical errors of similarity or familiarity 
cited above, but probably also due to the immense 
fatigue and exhaustion brought on by a presidential 
campaign.

When one’s name is deliberately or even uncon­
sciously misspelled, or when it is knowingly mispro­
nounced, a person perceives it as a slap at his pride. 
One does not have to be psychologically sophisti­
cated to see in it a deliberate discourtesy, an in­
tended injury to his dignity.

Missing or misplaced punctuation marks natu­
raly fall within the net of the E.T. gremlins. Read 
the sentence “Let’s eat, children” without the 
comma and see the difference it makes. There are 
many examples of how sentences with improper 
punctuation marks sound ludicrous. For example, a 
program chairman prepared in longhand a few lau­
datory introductory remarks about a lecturer: “... 
I bring you a man among men. He is out of place 
when among cheaters and scoundrels. He feels 
quite at home when surrounded by persons of integ­
rety . . .” As if by a devilish design a number of er­
rors in punctuation were made in the process of 
transcribing the prepared introductory notes, result­
ing in “Ladies and Gentlemen, I bring you a man. 
Among men, he is out of place. When among chea­	ers and scoundrels, he feels quite at home, . . .” and 
so on ["A Punctuation Purable," VIII, 4,16].

Computer errors may not technically fall within 
the category of typographical print errors, but they 
are nonetheless mistakes, and can be quite costly. In 
July of 1962 the spacecraft Mariner I veered off 
course about four minutes after its launch from Cape 
Canaveral, Florida, and had to be blown up in the 
air. The reason: an inadvertent omission of a hyphen 
from the computer’s mass of coded mathematical as­
cent guidance instructions. The spacecraft was to 
transmit scientific observations about Venus from a 
distance of 36,000,000 miles. Its cost: ten million 
dollars.

Every word or combination of words carries 
within itself a potential E.T. bug. Even monosyllabic 
words are not immune, as when a doctor’s familiar 
words “say Aah,” while examining a patient’s throat, 
came out in print as “say Haa.”

On guard against such a potential E.T. viruses is 
an army of professional proofreaders who, like elec­
tronic inspectors at airports searching for concealed 
weapons, are supposed to weed out errors before 
the final printing. Proofreaders use a special set of 
marks, signs and symbols to indicate on the galley 
proofs the required corrections—deletions, inser­
tions, size or type of fonts (lower case letters, 
capitals, bold face), space notations (size of para­
graph indents, missing spaces between words or 
extra spaces within words, type and length of dash), 
etc. To the unintinitiated these marks look like hiero­
glyphics of an ancient people. (See the entire p. 
1081, Proofreaders’ Marks, in the Random House 
Webster’s College Dictionary, 1991.)

I had better stop here. While I am pointing out 
and correcting various typographical errors, the 
 gremlins of E.T. may play a trick on me, mischie­
vously introduce new errors, and attribute them to 

ETYMOLOGICA OBSCURA

Jeux d’Esprit

If the European Community has achieved noth­
ing else it has produced one magnificent acronym: 
esprit, the European Strategic Programme of Re­
search in Information Technology. Indeed, there 
might well have been equal willingness in Brussels 
to launch a program in, say, Ichthyological Taxon­
omy for the sake of such a satisfying acronym.

Information technology was, however, the fa­
vored field, and the esprit program was launched a 
few years back to promote European research of this 
type. Information technology, or IT, covers areas as 
diverse as automatic speech recognition and syn­
thesis, telephone and other communications engi­
neering, database management, human-computer 
interaction, and indeed computer science itself. 
Communication via computer is at the heart of IT. 
For instance, a much-used catchword of IT is “the
paperless office"; IT is supposed to replace all those filling cabinets and folders with a chip or two here and a CD-ROM there.

IT is not much in evidence, however, in the actions of ESPRIT itself: For instance, paperless is emphatically not the first adjective that springs to mind to describe the office of an ESPRIT participant. The more typical ESPRIT decor is, in fact, wall-to-wall paper—much of it in curious Euro-colours like mauve and puce. The European Community has, in the few decades of its existence, established quite a reputation for generating paper output on a scale that no mere national government has ever aspired to: like every other Euro-initiative ever launched, ESPRIT generates Euro-text by the ream. This is rather depressing, because it suggests that there is no escaping the remorseless Euro-bumf generator even for a program with an avowed aim of paper reduction. However, in its own way ESPRIT has indeed made a small step towards reduction of the European paper mountain. Perhaps inspired by its own acronym, ESPRIT insists that each ESPRIT project, however complex its title, choose a single-word acronym by which it may be identified; and ESPRIT itself never refers to projects by their full names, but only by the acronyms.

Whole forests may be saved by this, as "Speech Processing and Recognition using Integrated Neurocomputing Techniques" turns to SPINT, and "Correct Hardware Design Methodology: Towards Formal Design and Verification for Provably Correct VLSI Hardware" becomes CHARME. (These are real ESPRIT projects, by the way. They are participants in ESPRIT’s Basic Research Actions, or BRA—a less conspicuous support system.)

A study of successful ESPRIT acronyms (i.e., the acronyms of grant applications which proved successful) suggests certain guidelines. The ideal acronym should resemble ESPRIT itself by expressing a concept with international acceptance. It should preferably be French in origin, since that may lessen potential irritation in Brussels at the fact that the acronym invariably represents an English word sequence. So a group which plans to build a Partially Automated Restricted-Access Voice Input/Output Network would do well to call it PAR-AVION. Likewise, a consortium studying Algebraic Methods In Expert Neural Systems might call their project AMENS (though AMEX would also do quite nicely).

Just as the right acronym can be the key to a project’s success, so can an ill-chosen acronym lead to disaster. Perhaps that is what happened with my unsuccessful proposal for a Multiple Entry Reconfigurable Dialogue Editor ("This project stinks"—Referee A), or my Comprehensive Universal Labelled Database Enumerating System Architecture Concepts ("Will this work lead anywhere?").

In fact the area of acronym selection is so important that it seems to me there is a technology gap here. Moreover, a project to fill it is just what ESPRIT ought to support. So I plan to call on colleagues throughout Europe to join a consortium which will design and build a Computational Human-Assisted Multi-Purpose Acronym Generator/Neologism Evaluator. All we have to do is think up an acronym for it.

Anne Cutler
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EPISTOLAE

The article on Hindi words [XVIII,1] prompts me to ask if anyone knows the etymology of bungee ‘springy cord.’ I have always assumed that it must be Hindi because of its look, but I have no evidence of that. At this moment, the word is most commonly used for the elastic tether by which daredevils attach themselves to a bridge or building before leaping off into space, a sport that was graphically depicted in the opening scene of the movie, To Live and Die in L.A. My daughter tells me, however, that the term was used at least ten years ago for the elastic cords used for tying schoolbooks to the luggage rack at the back of a bicycle.

Lee Levitt
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[The dozen or so American and British dictionaries I checked are silent on the origin of bungee; though The Australian National Dictionary suggests that it is related to bungie ‘India rubber; an eraser,’ neither is given an etymology. A bungee consists of a number of strands of rubber bound together in a tough woven cloth covering. The term familiar to me from my sailing days is shock cord, for it is often used to relieve the strain on a mooring or anchor line. However, as Mr. Levitt’s daughter pointed out, it is usually found as a stretchy tie used to bind things up, as a reefed mainsail on its boom, light articles to a luggage rack, etc.—Editor.]