

Jonathon Green

# **NEWSPEAK**

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**A DICTIONARY OF  
JARGON**



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# INTRODUCTION

George Orwell coined 'Newspeak' for his novel *1984*; its purpose 'was not only to provide a medium of expression for the world-view and mental habits proper to the devotees of Ingsoc, but to make all other modes of thought impossible'. It was designed to shrink vocabularies, to eliminate subtlety, to destroy nuance and to let loose a verbal holocaust upon the English language. In Orwell's nightmare future, where totalitarian simplicity had been stamped upon a world once less black and white, this continuing reduction of language was the perfect verbal extension of the social process. In the event, the chronological 1984 appears along lines very different from Orwell's grim blueprint. Yet no-one would deny that a form of 'newspeak', however altered, is all too prevalent. Where Orwell's society was governed by the stick, we are offered the carrot. The truncation of the language on 'Airstrip One' was a logical response to the harsh social engineering that engendered it. The soothing, delusory world of 'equality', of much-touted 'democracy', has created a 'newspeak' all its own. Rather than shorten the language it is infinitely broadened; instead of curt monosyllables, there are mellifluous, calming phrases, designed to allay suspicions, modify facts and divert one's attention from difficulties. Thus *doubleplusungood* becomes 'negative evaluation', *sexcrime* 'interpersonal relationship', *rocket bombs* 'systems', and their effects fall neither on proles nor on Party, but are simply 'collateral damage'. The new newspeak is of a different tone from its fictional predecessor. Orders have been modified into persuasion. Ignorance, desired or not, is made to seem bliss.

The intention of this Dictionary is to amass a selection of this latter-day newspeak, as well as a selection of allied jargons – the slangs and specific vocabularies of a number of trades, professions, occupations and interests. As the first part of a two-volume work, it has concentrated on the more immediate of such areas: the media, the military, economics and finance, advertising, the new therapies, and so on. A further collection will embrace that great quantity of words and phrases that have evolved amongst the workers in the countless occupations in which we all make our livings. Of course, not all the entries in this Dictionary will have quite the sinister import of Orwell's famous coinage. Many of those who use this 'trade slang' do so as much out of a desire to make themselves understood (and accepted) by their peers as to confuse the uninitiated. But the lure of the 'in-group' is undeniable, and simple language is a painless way of stating one's elite status. On the other hand, many of these words are aimed to obscure. The calming tones of soldiers and civil servants connive at glossing over the unpalatable facts of our possible nuclear demise. Politicians mask the facts that catch no votes in some fluent polysyllable. Criminals talk in the most genteel of euphemisms to pass off murder and mayhem. The vagaries of the economic and financial

community are bowed beneath a set of terms that differ only in the geography of their use from those of the race track and the casino. And so the list goes on.

Any dictionary must inevitably be unfinished, especially one that seeks to chart the ever-increasing vocabulary of obfuscation. I am fortunate, with entries for a further volume already on file, to be allowed a second attempt at all-inclusiveness. To that end, while I have already thanked elsewhere everyone who has made a generous contribution to this volume, I appeal once more for any help and suggestions that readers might offer. As I have found to my mingled delight and horror, there are as many 'professional slangs' as there are occupations in which they might evolve. I can only hope to cover as wide an area as possible and thus would be grateful for any expertise that those who know such professions far more intimately than I do, might feel able to offer.

JONATHON GREEN

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Very many people were concerned in the research and compilation of this book. Some gave one word, others offered several and the replies to my appeals in magazines both in Britain and in America were generous and beyond my more optimistic hopes. Many of those replies, and the jargon they included, have not been used in this, first, volume of my Dictionary of Jargon; I can only ask them to await their proper acknowledgment until its successor appears. As regards this volume, I would thank everyone who made their contribution, and would like to specify certain individuals who offered particular encouragement and aid throughout this project: Phillippa Brewster, Nick Cole, Angela Coles, Karen Durbin, Susan Ford, Leslie Gardner, Harriet Griffey, Colin MacCabe, Heather Page, Dick Pountain, David Rattray. Also: J. E. Begley, Nigel Burwood, Andrew Cockburn, Lesley Cockburn, Sidney Cohen, MD, Christopher Cory, Peter Davies, Felix Dennis, Ron Dorfman, Quentin Falk, Mick Farren, Dr. Rodney Foale, Col. J. E. Greenwood, USMC (Retd.), Philip Hodson, Thomas S. Holman, David Jenkins, Ted Klein, David L. Lockhard, Derek Lovell, Donald Macintyre, Dennis MacShane, Pearce Marchbank, Alan Marcuson, Dr. Guy Nield, Andrew Payne, Norman A. Punt, FRCS Ed., DLO, Prof. Gerald J. Schiffhorst, PhD., Mike Seabrook, David Walsh, Nicholas Weaver.

# ABBREVIATIONS

<b>a:</b>	adjective	<b>medic:</b>	medical
<b>abbrev:</b>	abbreviation	<b>milit:</b>	military
<b>acro:</b>	acronym	<b>n:</b>	noun
<b>advert:</b>	advertising	<b>nb:</b>	note well
<b>aka:</b>	also known as	<b>obs:</b>	obsolescent
<b>appx:</b>	approximately	<b>orig:</b>	originally
<b>archit:</b>	architecture	<b>pols:</b>	politics
<b>cf:</b>	compare	<b>public relat/PR:</b>	public relations
<b>cp:</b>	catch phrase	<b>qv:</b>	which see
<b>d:</b>	died	<b>RAF:</b>	Royal Air Force
<b>D&amp;D:</b>	Dungeons & Dragons	<b>RM:</b>	Royal Marines
<b>edn:</b>	edition	<b>RN:</b>	Royal Navy
<b>educ:</b>	education	<b>Rus:</b>	Russian
<b>eg:</b>	for example	<b>SE:</b>	standard English
<b>esp:</b>	especially	<b>sl:</b>	slang
<b>ex:</b>	from	<b>sociol:</b>	sociology
<b>fl:</b>	flourished	<b>Sp:</b>	Spanish
<b>Fr:</b>	French	<b>spec:</b>	specifically
<b>fr:</b>	from	<b>UK:</b>	United Kingdom
<b>Ger:</b>	German	<b>US:</b>	United States
<b>govt:</b>	government	<b>USAF:</b>	United States Air Force
<b>ie:</b>	that is	<b>USMC:</b>	United States Marine Corps
<b>indust relat:</b>	industrial relations	<b>USN:</b>	United States Navy
<b>Ital:</b>	Italian	<b>usu:</b>	usually
<b>Lat:</b>	Latin	<b>v:</b>	verb
<b>lit:</b>	literally	<b>Yid:</b>	Yiddish
<b>lit. crit:</b>	literary criticism		

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# A

**A & P repair** (medic) (abbrev) surgical tightening of the Anterior and Posterior muscles between the vagina and rectum.

**A & R man** (record business) (abbrev) Artistes and Repertory (US), Repertoire (UK). Company executive who deals with the contracted performers and their material.

**ABC** (airline) (abbrev) Advance Booking Charter. aka *alphabet fares*. Cheap air fares available to those who book a certain number of days before flying and contract a stay of a certain length.

**ABC** (medic) (abbrev) Airway, Breathing, Circulation: major areas of concern in a medical emergency. 'Watch your ABCs'.

**ABC Art** (art) see *Minimal Art*.

**ABC warfare** (milit) (abbrev) Atomic, Biological and Chemical weaponry. (cf: *integrated battlefield*)

**AB, G1, C2, D** (market research and statistics) Social groups/classes: AB: Upper and professional middle class; C1: white collar; C2: skilled working class; DE: unskilled and below plus pensioners.

**ABD** (educ/US) (abbrev) All But Dissertation. Describing a doctoral candidate who has all the necessary academic credits for a PhD but has yet to write the required dissertation.

**ability gap** (sociol) an alleged inherent difference in ability between blacks and whites. Coined for a survey published October 1982 by the National Opinion Research Center, U. of Chicago.

**ability grouping** (educ) teaching fast or slow learners in their respective intelligence groups.

**able** (educ) clever, or at least up to the required academic level. (thus) *less able*: below the average intelligence.

**ABM** (milit) (abbrev) Anti-Ballistic Missile. Capable of destroying hostile missiles inside or outside the atmosphere.

**abort** *n, v* (aerospace) an unsuccessful mission that has to be cut short; to cut short a mission at any stage of launch or flight; (spec.) the emergency separation of the spacecraft from its rocket booster.

**above** (gambling) the earnings of any gambling enterprise that are listed for tax and other legal purposes.

**above** (horse-racing) overfed, under-exercised horse; one that has not been adequately trained for a specific race.

**above** (theatre) stage direction implying 'behind' a person or item of stage furniture. (thus) *below*: in front of. (cf: *upstage, n*, and *downstage, n*)

**above the line** (TV) the basic budget of a production including both direct and indirect costs of the programme, other than unusual expenditure.

**above the market** (stock market) at a price in excess of the normal market quotation. (thus) *below the market*: at a price beneath the normal market quotation.

**abreaction channels** (indust relats) from psychiatric *abreaction* 'emotional discharge' for the purpose of ridding oneself of a trauma rather than brooding on it. A management technique to allow dissatisfied employees to let off steam either through surveys or in conversation with special counsellors.

**absolute address** (computers) the specific location for the storage of an item of information within the computer.

**absolute architecture** (arts) a proposed system of architecture that would be dictated not by utilitarian requirements, but by the taste of the individual architect. The antithesis of functionalism (qv), these buildings would be 'pure', non-objective and purposeless.

**absolute dud** (milit) a nuclear weapon that fails to explode on target.

**absolute music** (arts) self-dependent instrumental music without any literary or other external influences. (cf. *programme music*)

**abstauben** (milit) (Ger.) Used in French Foreign Legion to denote anything acquired by irregular means.

**abstract expressionism** (art) movement in US painting in late 1940s, early 1950s. Many adherents in varied styles but overall characteristics include the large scale, generally abstract subjects with some figurative/symbolic elements, asymmetrical composition, dramatic colour or tonal contrasts. (cf: *drip painting, all-over paintings, calligraphic painting, tachisme, action painting*)

**abstract expressionist sculpture** (arts) work produced by a number of US artists in late 1950s, early 1960s who rejected traditional materials in favour of new media that would reflect the spontaneity and techniques of

*abstract expressionism* (qv) (cf: *junk art, assemblage art*)

**abstract illusionism** (art) the tendency of American painting in the mid-1960s to return to illusionism: the use of pictorial devices, orthographic drawing, cool/warm colour contrasts, etc.

**abstract impressionism** (art) paintings with a uniform pattern of brushstrokes which retained the optical effects of impressionism while dispensing with its representational content. This contrasted completely with contemporaneous schools such as *action painting*, etc.

**AC** (rock music) (abbrev) Adult Contemporary, aka *soft rock*. Music purportedly for grown-up former fans of 1960s groups such as Beatles, Rolling Stones, etc.

**academic** (educ) the basic subjects of the traditional curriculum: 'the Three Rs' plus science, history and geography.

**academic socialism** (pols) aka *armchair socialism, socialism ex cathedra*. The socialism of words not deeds, primarily enjoyed by academics within their secure and ivory towers. Neither fast nor aggressive enough for hard-liners.

**academy leader** (movies) the length of film numbered 12 to 3 that is attached to a spool of film so as to ensure perfect cueing during projection.

**Acapulco Gold, Acapulco Red** (drugs) see *drug names*.

**accelerated history** (aerospace) the testing of a component by artificially 'ageing' it with machine induced stresses or 'work' that condense its potential life-span into a conveniently abbreviated period.

**accelerated motion** (movies) the effect obtained by running the camera slowly: when the film is projected the movement filmed will seem faster since it occupies less frames that it would normally.

**acceleration** (educ) the speed at which a child learns and the progress he or she makes through a school career.

**acceptable casualties** (milit) the percentage of casualties that can be suffered in combat without forcing a retreat, defeat or similar military reversal. Applicable to all levels of combat up to nuclear exchange (when casualties would include civilian populations).

**acceptance house** (commerce) a financial house, especially a merchant bank, which lends money on security of bills of exchange or adds its name as the endorser of bills drawn by another party. In UK the leading acceptance houses are merchant banks linked in the Acceptance House Committee.

**accepted pairing** (advert) aka *pre-emption*. The concept of using one of the competition's advantages and using it to boost your product. Epitomised in Avis Cars 'We Try Harder'

campaign which played on their undeniable second place in car rental statistics.

**access** *v* (computers) to retrieve information from a memory store.

**access** (TV/UK) the concept of offering time on state or independent TV networks to minority or special interest groups to state their own cases, usually with some professional guidance. (thus) *access broadcasting, access programmes*.

**access program** (TV/US) programme shown by network affiliates (qv) during specific hours every week. Often updated versions of former hit shows.

**access time** (computers) the period between 'asking' for the information and the computer's producing it for the user.

**accessible television** (TV/US) programming aimed at lowest level of audience appeal: 'fewer words, more white space, and many more pictures, especially of entertainment figures' (Michael J. Arlen, *The Camera Age*, 1981).

**accessorise** (advert) to provide with accessories; also popular in fashion context.

**accidental delivery** (milit) the shelling of one's own troops. (cf: *friendly fire*)

**accommodation collar** (police/US) an arrest made to satisfy the public that police are on the job and filling up crime statistics. During highly publicised crack-downs on crime, such arrests are even pre-arranged between gangsters and the police department when lowly figures are sacrificed to keep the real criminals secure.

**accommodation payment** (business) aka *kick-back*. A method of high-level bribery in which a customer is knowingly overcharged - to keep the books straight - and subsequently returned the surplus money for personal use.

**accord and satisfaction** (commerce) the agreement between two parties to alter the terms of an original contract. Both the accord - the change itself - and the satisfaction - the performance of the contract as changed - must take place before the old contract is fulfilled, unless both parties agree that the changes mean in themselves that all previous contracts are henceforth cancelled.

**according to Hoyle** (gambling) on the highest, most expert authority. Used in card games and more generally. From *A Short Treatise on the Game of Whist* by Edmund Hoyle (1742).

**account** (advertising) aka *A Piece of Business*. The client.

**accountability** (educ) the holding of schools and teachers as responsible for the performance of their pupils by allotting school funds and teachers' salaries on the basis of student achievement.

**accounting package** (computers) the computer program that takes care of routine machine operations, particularly in the scheduling and analysis of the workload.

**account sale** (finance) a statement of purchase and sale issued by commodity broker to a customer after a futures (qv) transaction is closed out (qv) itemising the profit or loss, the commission and any other charges applicable.

**accumulation** (pols) the socialist equivalent of capitalist 'investment': that part of the national income that is produced but not consumed within the same year.

**accumulator** (horse-racing) the carrying forward of the money won on one bet to be used as stake money for the next one and so on as long as possible or desired.

**accuracy** (computers) the number of bits (qv) required to define a number; the more bits required, the greater the accuracy.

**AC/DC** (sex) from the two forms of electrical current: bisexual, 'swinging both ways'.

**ace** (sport) 1 (golf) *n*, a hole in one. 2 (tennis) *n*, *v*, an unreturnable shot; to play an unreturnable shot.

**acey-deucey** (horse-racing/US) a rider who sets his stirrups at different lengths.

**A check** (airlines) a regular 60 hour check on civil airliners. Landing and anti-collision lights, landing gear, doors, oil level and tyre pressure all checked; wings and fuselage given external visual assessment; water system and coffee makers drained, refilled; oxygen masks and escape systems and liferafts checked. (cf: *B check*)

**achieve a solution** (milit) to lock electronically onto a target in one's sights and to fire and (theoretically) destroy that target.

**achievement motive** (business) the desired motivation of an executive who should value success for its own sake rather than simply for the acquisition of a larger salary. Work should be seen as 'meaningful' in its own right.

**acid** (drugs) see *drug names*.

**acid fascism** (drugs, sociol) pathological state of mind usually associated with heavy users of hallucinogens (especially LSD25 - 'acid') and epitomised in the Manson 'Family' murderers of 1969 who based their homicidal crusade on a philosophy fuelled by psychedelic drugs.

**ACL** (business) (abbrev) Action Centred Leadership. The concept in management training that assumes that one can create leaders irrespective of natural abilities. Originated by Dr. John Adair, formerly an advisor on leadership to the British Army.

**acoustical excitation** (milit) sound.

**acoustic perfume** (audio) aka: *white noise*: an overlay of 'background' noise intended to have no specific character of its own to but drown out a selection of irritating sounds that would otherwise prove distracting.

**acquisition** (milit) the meeting of possible hostile airplanes by a fighter pilot during his flight.

**across the board** (indust relats) from the betting vocabulary for backing one horse either to take

first, second or third place (US 'win, place or show'): a wage deal in which a bargain is accepted that embraces all classes and categories of workers without exception within a union. Formerly (1950s) the 'flat-rate'.

**across the board** (horse-racing) placing a bet that any one horse might appear in any of the first three places. Known in US as win, place or show.

**acting out** (sociol) from the psycho-analytic concept of a subject, in the grip of unconscious wishes and fantasies, reliving these same wishes without acknowledging their source: used by social workers to describe those who cause trouble, especially for social workers, by releasing their own emotional tensions in their dealing with those who most probably have nothing directly to do with them.

**action** *n* 1. (entertainment); the commercial potential of any place, be it single shop, cinema, street, town, whole area or country, etc.

2. (gambling) the volume of betting, intensity of play.

3. (drugs) the availability of supplies.

**action** *v* (business) to perform one's job emphatically, purposefully; particularly to act as the corporation for whom one works would desire.

**action architecture** (arts) the concept of creating architecture 'on site' with materials 'as found', using sketches rather than detailed drawings, and depending on the continuing presence and inspiration of the architect throughout the building. An optimistic concept, enjoyed by few clients and fewer contractors.

**actioner** *n* (movies) thrills, spills, sex and violence all contained in one type of eternally popular film.

**action house** (movies) the opposite of *art house* (qv), a cinema where ultra-popular all-action films are shown to their mass audiences. Often sited in poor areas and aimed straight at non-discriminating viewers.

**action level** (govt/US) the level of concentration in a food of such poisonous/dangerous substances that the public health authorities demand a ban on the sale of such food.

**action painting** (art) the loosely painted, highly gestural works of such artists as Jackson Pollock. Action stresses the essential act of painting - the process of making having a greater importance than the finished work - and is an extension into oil painting of the Surrealists' technique of automatic writing.

**action research** (management, educ, sociol) the concept of implementing static 'desk research' with field work to create new ideas; then the continuous monitoring of the practice of these ideas and the possible updating of them while they are being put to use.

**active defence** (milit) the use of weapons systems to defeat enemy troops; with the impli-

caution that the enemy will have made the first hostile move.

**active listening** (new therapies) in 'Rogerian' (client-centred) therapy, the therapist 'reflects back' what he/she hears the client saying instead of analysing or commenting on it. Unlike the traditional Freudian analyst, the Rogerian presumes the basic goodness and worth of his client.

**active money** (commerce) money that is in circulation or otherwise being used for business purposes rather than simply invested or on deposit.

**activism** (pols) high-level political zealots, more concerned with the correct ideology than many of the rank and file members, and simultaneously maintaining pressure on their fellows to accentuate their political struggle whenever and wherever possible. Similar to *militant* but implying the extent of political involvement rather than merely the depth of one's radical stance.

**activity programme** (educ) extra-curricular activities such as clubs, sports, etc.

**actor proof** (theatre) said part-jokingly of a script that should guarantee the management a hit, no matter how grotesque the ineptitude of those performing it.

**actor's bible** (theatre) *Variety* magazine (US); *The Stage* (UK).

**actual** (milit/US) the radio code for the commander of a force; used at all levels and meant to distinguish the officer from his radioman who would actually put through the call.

**actual n** (TV) the real, final cost of a programme, calculated at the end of the production; as opposed to the projected cost, optimistically set out before work began.

**actual money** (econ) see: *real money*.

**actualise v** (new therapies) to fulfil the potentials of something or somebody, (thus) *actualiser* one who so performs; one who makes active and supposedly beneficial decisions for themselves and others. (Possible use in business sense).

**actuality** (TV) method of reimbursing expenses based on the *actual* costs incurred rather than on some agreed allowance claim.

**actuality, actualities** (TV, radio) from Fr. *actualités*, on the spot reporting of events, especially violent/dramatic ones, but including any live reporting such as a press statement from a government source. Supposedly, in its more dramatic versions, the ideal style of news reporting, boosted perhaps by its absolute unavailability to print media.

**actuals** (commerce) the opposite of *futures* (qv), commodities that are physically available for transfer when deals concerning them have been concluded.

**act well v** (theatre) a play that is both easy to produce and to perform; filled with plenty of

good lines and 'business' for the actors to indulge.

**ad** (press) (abbrev) additional copy, extra material for a story. *ad one*: the first page of extra material; thus *ad two*, *ad three*, etc.

**ada from Decator** (gambling) pron. *eighter* . . . the point 8 in craps (dice).

**add n** (rock music) (abbrev) addition of a new record - single or album - to a radio station's playlist.

**added money** (horse-racing) extra money added to the basic stakes awarded to the victor in a race which thus bulks up the prize.

**add-on** (computer) anything that can be added to the basic machine that will improve or expand its performance.

**add-on sales** (commerce) continuing sales to an already satisfied customer.

**address n, v** (computers) the location of a specific piece of information within a computer; to indicate or to find that location within the memory.

**address bus** (computer) the physical connection between the processor, the computer memory and the rest of the system. (cf: *bus*)

**ad hocery** (govt, business) decisions, rules, agreements that are made on the spur of a moment and for the specific problems involved.

**ad hocism** (archit) the concept of creating a building in which one part is designed by a specialist who takes little or no regard of the overall project. By extension the architect needs no longer invent new forms but can select the best available from a suitable catalogue and collage the parts together for his whole.

**ad hococracy** (govt, business) Coined by Alvin Toffler in *Future Shock* (1970): the concept that in place of monolithic and thus static institutions for decision-making, there should evolve temporary organisations which deal with specific problems and are then dissolved. An 'action group' to fit each circumstance. Ideally the management of the future.

**adjusting the contract** (movies) 'which means paying (a writer) a few weeks salary under the threat of keeping his idea until his next option comes up, with everyone knowing that he has no assignment and that no producer on the lot wants him' (*The Selected Letters of Raymond Chandler*, ed. F. MacShane, 1981).

**adjustment** (law/US) in the US Family Court, the dismissal of charges by a Probation Officer.

**adjustment centre** (prisons/US) part of the prison where mentally unstable and dedicatedly rebellious prisoners are kept isolated from main prison population in solitary confinement.

**admass** (soc sci) coined by J. B. Priestley 1955: the economic, social and culture system that is dominated and controlled by the desire to acquire and consume material goods, an ideology that is expanded and intensified by a barrage of seductive advertising:

**administrative loading** (milit) the loading of a

transport vehicle in which priority is given to the volume of material loaded rather than to tactical need or convenience. (cf: *tactical loading*)

**admiralty sweep** (navy) extravagantly wide sweep of a boat as it approaches a gangplank or jetty.

**adoption process** (marketing) the process whereby customers come to accept new products.

**adshel** (advertising) from trade name of a specific poster contractor: shorthand for a four-sheet poster in a High Street or shopping precinct. (cf: *sheet*)

**adult** (sex) euphemism for pornographic; adult bookstore, adult cinema, etc.

**adult** (TV) reasonably, by the standards of television, sophisticated; in UK this implies those programmes shown after 9pm, the cutoff point at which it is assumed children are in bed.

**adult contemporary** (rock music) mainstream, soft rock music, aimed at those whose lifestyle and tastes have moved beyond the excesses of 'real' rock 'n' roll.

**advance** *n, v* (pols) the preparing in advance of a live audience or the briefing of radio or TV stations in order to obtain the maximum vote-catching exposure for a political candidate. Such activities are performed by the *advance man* whose job includes having 'spontaneous' demonstrations with banner-waving supporters ready for the cameras, writing 'local' inserts for his boss's speech, and generally geeing up the local party activists. Advance can be *good advance* or *bad advance*, depending on quality. The concept supposedly originated with carnival or circus hucksters who sent a man on ahead to whip up enthusiasm for the show. (cf. *black advance*)

**adventurism** (pols) derogatory term used by both US and USSR to imply an aggressive foreign policy especially as regards the amassing of large nuclear arsenals, the military sabre-rattling that is backed by such 'deterrents', and the involvement (Vietnam, Afghanistan) in neo-imperialist campaigns.

**adverse selection** (business) the concept in insurance terms of disproportionate risks; those who are poorer or more prone to suffer loss or make more claims than the average risk.

**advertise** (gambling) in gin rummy the discarding of one card in the hope of luring an opponent into believing that this, in fact your strong and desired suit, is one in which you have no interest and which he, in turn, may discard.

**advertorial** (public relations) advertising by large companies in which editorial copy is used to present themselves in a self-justifying light when dealing with areas - such as pollution, energy saving, the environment - in which they are more generally cast as the villains.

**advice and consent** (pols/US) the Senatorial power, written into the US Constitution Art. II, Sec. 2, to act as a check on the appointive and treaty-making-powers of the President.

**advocacy** *n* (sociol) the action of social workers in representing their clients before tribunals and similar services whose requirements and organisation may prove too complex for the client to understand and thus use to his/her own benefit.

**advocacy** *a* 1. *advocacy advertising*: partisan advertising, both of minority groups and of major companies wishing to counter adverse publicity.

2. *advocacy journalism*: journalism that eschews the traditional non-involvement of the writer/paper; aka *campaigning journalism*.

3. *advocacy planning*: urban planning by specialists each of whom attempts to ensure that the group whom they represent - disparate sections of the community for whom the buildings are being created - will have their interests remembered in the overall scheme.

**aerobics** (medic/sport) currently fashionable keep-fit exercise regime which depends on increasing oxygen intake in order to stimulate the activity of the heart and lungs.

**aerospace plane** (aerospace) a space vehicle - ie the Shuttle - that can be launched beyond the atmosphere, and can then re-enter the atmosphere and there be manoeuvred and landed on the Earth's surface like a conventional jet or airliner. Such vehicles are presumed to be manned and to use some form of airbreathing (qv) propulsion.

**aesthetic surgery** (medic) plastic surgery, usually on the face, that is carried out purely for cosmetic reasons.

**affectional preference minorities** (sociol) homosexuals, either male or female.

**affiliates** (TV/US) those local stations that operate independently of the three major US networks, although they are forced to take much of their programming from them. (cf: *o & o, webs*)

**affirmations** (new therapies) positive self-enhancing statements that accompany the rebirthing process of Theta training seminars. This baptism-like rebirthing takes place complete with snorkel and nose-clips in a bath of water heated to 99°F - the temperature of the womb's amniotic fluid.

**affirmative action** (pols) the hiring of minority/disadvantaged/poor individuals for jobs that might require higher credentials than they can offer, on the principle that their poverty, etc has made it impossible for them to obtain such credentials. Unfortunately, despite the basic worthiness of such a scheme, those credentials are still missing and it may be that those so employed still can't do the required job.

**Afghanistanism** (press) from the remoteness of that country from the US: the practice of

- concentrating investigations on far off places for which some 'answers' can be put forward, rather than looking at problems closer to home, for which no such simple solutions are available. This concept has naturally suffered somewhat since the 1979 USSR invasion.
- aft** (TV/US) the end of a piece of tape that contains one news item. (cf: *fore*)
- after market** (stock market) the market for a share after its issuer has made the initial sale through the underwriters.
- after market v** (computer) to begin buying accessories for a machine after purchasing the basic equipment.
- afternoon bath** (TV) urgent order for developing film. Film is usually developed and put through its 'bath' overnight. If an 'afternoon bath' is required, the film will be developed the same day.
- AFV** (milit) (abbrev) armoured fighting vehicle.
- agate** (press/US) 5½ point typeface, as used for small ads in US papers.
- age n** (gambling) in poker, the player immediately to the left of the dealer, aka the *ante-man*, whose task it is to provide the ante payment into the pot before betting and dealing begin.
- age cohorts, age peers** (educ) those in the same age-group.
- age-ism** (pols) one of the various pressure-group suffixes that emerged after the popularisation of *sexism* (qv). The discrimination against the old on the grounds of their being old. Pressure groups against ageism include the 'Grey Panthers', modelled on the 'Black Panthers' of 1960s. (thus *ageist* derog. *n* or *a*.)
- agent** (gambling) a player-cheat who works in collusion with the staff of the casino - croupiers, pit bosses etc - but not with the owners.
- agent** (espionage) spies who are employed as freelancers by the CIA but who are not actual, permanent employees of the organisation.
- age the accounts v** (commerce) to take the various accounts which concern a firm and arrange them according to date and to which payments are owed, which due, etc etc.
- aggress** (sport) to play aggressively. (spec) *aggress the ball*.
- aggressive portfolio** (stock market) a group of stocks chosen specifically with the likelihood of their increasing in price.
- aggressive pricing** (commerce) aka: *competitive pricing*: pricing one's goods cheaper than those of one's rivals, thus launching a price war.
- AGI** (milit) (acro) Aliens Gathering Intelligence: code for Russian 'trawlers' and other vessels that track NATO fleets or anchor near major land-based military bases.
- agitprop** (pols) ex Dept. of Agitation and Propaganda (Otdel Agitats i Propagandy) est. 1920 by Central Committee of USSR Communist Party. Bureaucracy has changed but the concept still exists to influence and propagandise both USSR and the world with communist ideology.
- agonal** (medic) immediately prior to death.
- agony column** (press) originally the personal columns of the daily press, especially *The Times* (London), which were often used for illicit assignations, requests for communications from missing persons, etc. Now implies those columns used to answer the pains and problems of the lovelorn, the sexually perturbed and the generally unhappy. The advisors who run such columns are *agony aunts*.
- agribusiness, agrobusiness** (business) those wide-ranging enterprises which produce, process and distribute farm products, as well as their ancillary suppliers and other businesses. The prefix *agri-* has been used recently for such compounds as *agribusinessman*, *agricorporation*, *agricrime* (the stealing of farm machinery), *agripower*, *agriproletariat*, etc.
- agricultural** (cricket) a brutally clumsy swipe of the bat; aka *cowshot*.
- aha reaction** (psychol) the sudden realisation of an ideal insight or similar illumination that seems to make clear a complex and painful problem. The analytical eureka!
- ahead** (gambling) winning; ahead of the house in one's pile of cash.
- AI** (computers) (abbrev) artificial intelligence. The continuing research into making machines more like human beings - with thought, speech, intuition, etc. - will theoretically develop the first real androids, the exemplars of AI.
- aided recall** (market research) an interviewing technique in which subjects are asked for their response to a question and allowed to give an answer chosen from a pre-selected list.
- aids** (sport) in horse-riding, the correct and combined applications of hands and legs.
- air n** (TV) space in the framing of the television picture.
- air v** (radio) to broadcast.
- air art** (art) aka *blow up art*, *gonflable art*, *inflatable sculpture*: a broad category of art which comprises many different structures, all with the common purpose of exploiting the possibilities of compressed air or the natural force of the wind, usually by inflatables. The artists claim such works are both public and participatory.
- airborne alert** (milit) policy of maintaining bomber force permanently in the air around the clock in order to make an offensive quicker and to keep planes from being destroyed on the ground. This was dropped by USAF in 1968, but is put into operation at any level of crisis warning.
- air breather** (aerospace) a jet engine that requires the intake of air for the combustion of its fuel.
- airburst** (milit) a nuclear explosion that is detonated sufficiently far above the ground to ensure

that none of the fireball actually touches the ground and thus none of the effect of the explosion is lost; an airburst ensures the maximum product and dissemination of radioactive fallout.

**airdale** (USMC) an aviator.

**air date** (TV) the date on which any of the various television transmitter masts went into operation.

**air defence warning conditions** (milit) 1. yellow: attack by hostile aircraft and/or missiles is probable; hostile aircraft and/or missiles are en route; unknown aircraft/missiles suspected to be hostile are en route toward or within an air defence division/sector.

2. red: attack by hostile aircraft and/or missiles is imminent/in progress; hostile aircraft and/or missiles are within an air defence division/sector or are in its immediate vicinity with high probability of entering that division/sector.

3. white: attack by hostile aircraft/missiles is improbable. (this may be issued before or after yellow or red conditions).

**airline nicknames** Pandemonium Scareways (Pan Am), Try Walking Airways (TWA), Queen & Nice Types of Stewards (Qantas), Can't Promise Anything (Canadian Pacific) Sweet & Sexy (SAS).

**air miss.** (aerospace) the official description of a narrow escape from collision by two airplanes flying too close to each other.

**airplay** (rock music) the radio broadcasting of a record. (cf: *needle time*)

**air time** (TV) the time during a schedule available to advertisers.

**aisle sitter** (theatre) the critic (who can thus escape to write his/her review rather than battle along a crowded row).

**alarm threshold** (tech) in nuclear research laboratories and energy plants, the level of lost nuclear material (MUF, qv) that is considered dangerous - terrorists could have stolen the material, other nations might have had it delivered for making their own bombs, etc.

**albatross** (sport) in golf, a hole played in three strokes under *par* (qv).

**ALBM** (milit) (abbrev) air launched ballistic missile; fired from a plane at ground, water or other plane.

**ALCHEM** (milit) from ALCM (air launched cruise missile) thus: Slickem (SLCM: sea launched cruise missile) Glockem (GLCM: ground launched cruise missile).

**alert crew** *n* (milit) five-man USAF teams who man SAC (qv) missile launch facility at Offutt AFB and in the Cover All flying command post (qv).

**alert levels** (airlines) regular inspection times set up for repair and replacement of defective parts on civil airliners.

**ALGOL** (computers) algorithmic language: computer language designed by a committee of

European academics and still more popular in Europe than US. Intended for programming in higher maths and complex technology.

**algorithm** (computer) a set of well defined rules for solving a problem in a finite number of steps.

**alibi copy** (press) duplicate copy of the original story and notes; kept in the morgue (qv) and filed against any possible challenges, libel suits and other recriminations.

**alienation** 1 (Marxist) the estrangement of the worker from his true 'social' being - his family, friends and useful work - for the production of meaningless and unnatural work; the feeling of being unable to influence one's own life and environment, becoming not a person but a thing.

**alienation** 2 (theatre) *ex Ger. Verfremdungseffekt*, an effect desired by Bertolt Brecht (1898-1956) whereby his plays would place the audience at a discernible distance from the events related, in direct opposition to the cosy involvement and identification encouraged by 'bourgeois' theatre.

**alignment** *n* (D & D) a capsule description of a character's behaviour in terms of the basic designations of law, neutrality and chaos.

**alimony drone** (sociol) a divorced woman who deliberately refuses to remarry in order to continue receiving alimony.

**all** (TV) a scheduling term within commercial TV: this denotes the use of a programme by all the IBA companies without exception.

**all commodity volume** (market research) the accumulated turnover of everything sold in a shop, chain or multiple group.

**Allen charge** (law/US) an instruction or charge to a hung jury in which the judge suggests that they reconsider their views in deference to whatever majority already prevails and to do their best to reach a verdict. From Allen vs US (1897) in which this 'charge' was first used.

**Allende principle** (pols) from the late Chilean President Salvador G. Allende (1908-73) who developed the concept of international compensation for the poorer nations whereby less developed nations have the right to deduct all profits above 10% that are otherwise owed to the foreign owners of nationalised firms. The principle was first introduced by Allende in 1971.

**on all fours** (law) the existence of direct legal precedent for the case now under consideration.

**Alliance for Progress** (int'l relats) the financial links between the US and Latin/South America whereby the US attempts to buy off revolutionary fervour by bolstering right-wing governments, ie: El Salvador; on a more extreme level, the Alliance extends into active destabilisation of left-wing governments, ie Allende in Chile.

**all-in** (TV) a special breakfast sandwich provided by location caterers for TV crews: it comprises bacon, sausage, egg and tomato.

**allonge** (commerce) a piece of paper attached to a bill of exchange which provides space for extra endorsements once the space available on the original bill is used up. fr. Fr. *allonger*: to lengthen.

**all-over paintings** (art) works that avoid all kinds of central composition or grouping of forms into areas of special interest to create a figure/ground effect. Usually painted in a uniform manner, or with accents distributed evenly across the surface of the canvas, filling it right up to the framing edges.

**allowance** (horse-racing) deduction from the weight a horse has to carry.

**all singing, all dancing version** (business) super-glamorised, gimmicky, flashy version of any stock product. No guarantee other than the superficial saleability that there have been any real improvements on the basic model.

**all standing** (RN) 1. come to a sudden stop (of a ship); cut short an activity (of a person).  
2. fully equipped. (thus) to *sleep all standing* to sleep with your clothes on.

**alpha-beta approach** (stock market) Wall Street j. for mathematical ways stocks differ from the movement of the market as a whole. A *beta* coefficient tries to work out in advance what will happen to any one stock or portfolio of stocks when considered against the overall market shift; the *alpha* measurement accounts for a stock's performance in ways that cannot be put down to the beta.

**alpha stage** (finance) the initial seed money required in venture capital financing. *beta stage* the second stage of venture financing, the financial commitment to an idea that still has no backlog of financial data on its performance. *gamma stage*: expansion financing stage, based on the examination of the records over a reasonable period of time.

**also rans** (theatre) from the runners up in a horse race: the support, the bit parts.

**alternates** (aircrew) other airports than the stated destination which are listed on the flight plan in case engine malfunction or inclement weather force the plane to land other than as intended.

**amateurs** (pols) citizens otherwise successful and powerful who help out in political campaigns much to the scorn of professional politicians. Not like envelope licking volunteers, amateurs use their own real power/status to enhance the professionals' electoral chances. Implies a quality of open, honest dealing as opposed to hard-bitten cynical 'pols'.

**ambivalent** *n* (sex) a bisexual person.

**ambulance chaser** (law/police) a lawyer who makes a business out of persuading accident victims to take legal actions over personal

injuries. Metaphorically pursues the sirens right into the emergency room.

**AMF** (US medic) (abbrev) Adios Motherfucker!: note written on file of a patient considered to be malingering and taking the space of some more deserving case.

**amp** (drugs) (abbrev) ampoule (of methedrine). See *drug names*.

**anamorphic art** (art) paintings or drawings containing images that appear distorted or 'stretched' but which become normal when viewed in a mirror with a curved surface or from a particular vantage point.

**anamorphic lens** (movies) lens by which an image is 'squeezed', ie a wide picture onto a standard film. The projector is equipped with a reverse system which 'unsqueezes' the picture back onto a wide screen.

**anarchism** (Marxist) a revisionist political movement which with its complete condemnation of the organised State, is condemned utterly by orthodox USSR ideologues . . . 'petty bourgeois, reactionary, social political current, hostile to the proletarian scientific socialism' (*Soviet Encyclopedia*, 1950).

**anarcho-communism** (pols) dedicated to the elimination of the state and the establishment of free collectivism. Society to be made up of 'associations of working people' and there would be distribution according to needs rather than as any form of 'reward' for work performed.

**anarcho-co-operativism** (pols) version of anarchism that would base all economic and social life on small co-operative ventures.

**anarcho-individualism** (pols) version of anarchism which advocates a return to free, natural and competitive economy, operated by small, independent owners.

**anarcho-syndicalism** (pols) version of anarchism which takes the trades unions as the source of all social and economic organisation, its management and pursuits.

**anarchy of production** (pols) in Marxist terms a description of unrestricted laissez-faire capitalism, cut throat competition and the in-built destructive instability that such a system supposedly must promote.

**anchor light** (RN) a white light visible all round the horizon that must be shown fore and aft by all vessels over 150' long when anchored at sea.

**anchor man/woman** (TV) newscaster who actually reads the news and co-ordinates the reports of specialists and remote reporters in and out of the studio. UK equivalent is *presenter*, but US usage is taking over. Two or more anchor persons/people are *co-anchors*.

**anchor man** (gambling) a player in black jack who sits to the dealer's extreme right and is thus the last player to play his hand.

**anchor tenant** (business/real estate) a 'celebrity' tenant (most probably a successful, well-known

business) which will encourage other firms to rent leases in a shopping area.

**and cakes** (theatre) a supplementary allowance that may be part of the actor's main contract. It means that management either supplies or pays for board and lodging.

**Andrew n** (RN) the Royal Navy; originally the name for a man o'war or the government authorities in general. Both terms from one Lieut. Andrew Millar (or Miller), who allegedly forced so many recruits into the Navy that it has borne his first name ever since.

**Andromeda strain** (science) any strain of virus, bacteria or similar microorganism the release of which from a research laboratory into the outside world might lead to devastating effects because it was a basically unknown biological makeup. From Michael Crichton (1942- ), *The Andromeda Strain* (1969).

**anecdotal** (educ, soc work) backed up by example.

**anfo** (milit) a type of home-made explosive used for terrorist bombs in Ulster.

**angel n v** (theatre) the backer of a show; the action of so investing.

**angel** (milit) 1. (RAF) measurement of height above ground in 1000' distances. Thus 'Angels one-five' = 15,000'.  
2. (radar) an otherwise unattributable electronic signal on the screen. Possibly caused by unusually strong humidity or atmospheric pressure that causes an 'echo' to be shown up on the screen.  
3. (general) a helicopter who rescues seamen from possible drowning.

**angel dust** (drugs) see *drug names*.

**animals** (gambling) professional 'heavies' on the casino payroll to collect outstanding debts and make sure no-one falls out of line on the premises.

**animatic** (advertising) 1. moving, animated element within a television commercial.  
2. rough commercial made from a storyboard (qv).

**ankled vi, vi** (movies) 1. to be fired from a job. 2. to resign, with implication of instant departure leaving everyone in the lurch.

**Annie Oakley** (theatre) a free pass to the theatre. Named for the markswoman Annie Oakley (Phoebe Ann Mozee Butler, 1860-1926): the holes punched in the tickets supposedly resembled those axes out of which Ms Oakley had shot the pips.

**annual** (theatre) the regular Christmas pantomime production.

**annuals** (public relations) the annual report to the stockholders; these days this once basic profit and loss document has turned into a massive piece of self-justifying promotion and as such is unsurprisingly more often than not the task of a PR firm to put together for maximum effect.

**anomalous water** (science) aka *polywater*, *orthowater*, *superwater*, *water II*: type of water that behaves more like a non-crystalline material (ie glass) than a crystalline one (ie ice) at sub-zero temperatures. Opposing views see it as something totally unknown or alternatively merely water with ionic impurities.

**anomaly switch** (stock market) in reference to the gilt-edged (qv) market, an anomaly means that the prices of two stocks have moved out of their normal relationships. When this situation occurs an 'anomaly switch' is carried out: one stock is sold and the other bought with the intention of reversing the process once the price relationship returns to normal.

**anomie** (sociol) lit. 'without law' (Gk.) Resurrected by Fr. sociologist Emile Durkheim in *Swicide* (1897) to denote a society which had lost its sense of generally accepted social values and standards. Increasingly used for an individual who has lost his traditional moorings and is subject to psychic and social maladjustment and disorientation.

**anonymous sculpture** (art) coined by Bernhard and Hilla Becher in 1970 to describe certain types of industrial building (ie gasometers) which they feel exhibit sculptural qualities.

**another place** (pols/UK) formal reference by members of the House of Lords or House of Commons to the opposite chamber.

**another pretty face** (TV/US) derogatory put-down by network anchormen of their less famous peers who work on affiliate news shows.

**answer print** (movies) the first print of a film to contain both the pictures and the sound. Colour values, etc, are still to be added before the *release print* (the one which will be shown in the cinemas) can be manufactured.

**ant** (acrospace) (abbrev) antennae, aerial.

**antagonistic conditions of distribution** (pols) Marx's view of the inequalities of financial distribution in non-socialist and especially in capitalist countries.

**anti-art** (art) the fundamental concept of the Dada movement which totally repudiated bourgeois art and culture. But however shocking and destructive of traditional 'art' Dada might have been at its inception, the inevitable historical paradox has caught up with it and now 'anti-art' is as collectable and highly priced as any 'respectable' artefact.

**anticipation** (commerce) aka: *cash discount* (UK): a deduction taken off his bill by the customer if he pays up before the due date. The UK cash discount differs only in that here the bonus is given by the firm, as it were a favour rather than a right.

**anticipatory reaction** (milit) aka: *pre-emptive strike* (qv): a surprise attack.

**anticipatory retaliation** (milit) a surprise attack.

**anti-dumping** (commerce) measures to discour-