

## Vogue Words

A continuation of the short list published in volume 6, no. 2, September, 1975.

### 1. Comment by a reader (V.D. Parry):

Your list could be almost trebled as it is quite common to add 'ise' on to any word and turn it into a 'verbal adjective'!

A glance at the newspapers will supply a multitude but two which come to mind are 'Diarisation scheme' and 'pressurise'.

While these 'bastard' words make one shudder there is no doubt that they are accepted in the modern world.

### 2. President Ford's view on 'Detente':

Detente is 'only a word,' Mr Ford told a television interviewer March 1 and, in his view, not a very good one ...

His thoughts in Minneapolis, he said, were the same ones he had in mind March 1. Here is the section of the Minneapolis speech in which he spoke of the term:

'Let me tell you what I personally think about "detente".'

'First of all, the word itself is confusing. Its meaning is not clear to everybody. French is a beautiful language, the classic language of diplomacy. But I wish there were one simple English word to substitute for detente. Unfortunately, there isn't.'

(With acknowledgements to *U.S.A. News Digest*, published by the United States Information Service, South Africa.)

The views of readers on this word, and possible substitutes, are welcome.

## 3. Statements by two important officials:

- (a) My Government is most happy to associate itself with all those other governments which hold to the belief that true consensus regarding solutions is the only viable outcome of our deliberations.
- (b) United States policy towards Mozambique has been predicated on the principles of self-determination and majority rule.

Exercise for readers: pick out the vogue words, and disentangle the (simple) meaning.

## 4. Additions to the list, and further fog:

Articulated ('Despite these preoccupations, Mr F. has articulated a coherent view ...')

Posture ('... support for strong defense posture ...')

Identify (to identify with something else)

Facility ('a missile facility')

Sense data

Overview

Media opinion, *or* Media view

Underprivileged

Likewise (similarly?)

Motivate

Private Sector

Software

Hardware

Place in time, *or* Moment in time

Persona (academic parlance)

Make no error (vogue slang?)

Deploy

Uptight (about something)

Simplistic (academic parlance)

Prestigious (a misinterpretation)

Thusly ('... he summed up his attitude thusly ...')

Trendy (in itself a trendy word)

Twee (spelling? in itself twee)

On-going

Third World

Silent Majority

Life style  
Disenchantment  
Syndrome  
Optimal  
Complex (a building, or place)

(With acknowledgements to A.B. Hughes, of the *Rand Daily Mail*, for several of these sinners.)

**Main conclusion:**

Vogue English owes a great debt to political orators and commentators, though the guilty are to be found in several other likely and unlikely places.

Comments and additions are welcome.

D.R.B.