

## 2.11 Technical Communication

Graphical

**Written and Oral**

**Vocabulary:**  
**Check your Thesaurus**  
**(From greek: *treasure chest*)**

What's the difference between

principal  principle?

What's the difference between

principal



principle?

principalis  
(**adj.**, lat.) :  
main,  
underlying.

principium  
(**Noun**, lat. ):  
A basic  
generalization  
that is accepted  
as true

# Principium cont'd

The word stem  
appears in  
several English  
words, e.g.

**‘Prince’**  
from  
(**Princeps**, lat.) :  
Literally: first to  
capture the spoils  
(spolia)

What's the difference between

affect



effect?

afficere

(**verb**, lat.) :

**To touch.**

‘Water restrictions  
affect everyone in  
the LV valley’

effectus

(**Noun**, lat. ):

**Result**

‘We observed the effect  
of high temperatures on  
the material’

principal  
effect  
advise  
accept  
cite  
its  
their  
their  
to  
who's  
passed  
breach  
credible

What's the  
difference?

principle  
affect  
advice  
except  
site  
it's  
there  
they're  
too  
whose  
past  
breach  
creditable

As an engineer, you want to be clear, brief, and factual in your communications...

Yet, even with correct grammar and spelling, you still can distort language in various ways:

## Quotes from College Freshman essays collected by Richard Lederer:

Meanwhile in Europe, the  
Enlightenment was a reasonable time.  
Voltare invented electricity, and  
gravity was invented by Isaac Walton.  
It is chiefly noticeable in Autumn,  
when the apples are falling off  
the trees.



Quotes from College Freshman essays  
collected by Richard Lederer:

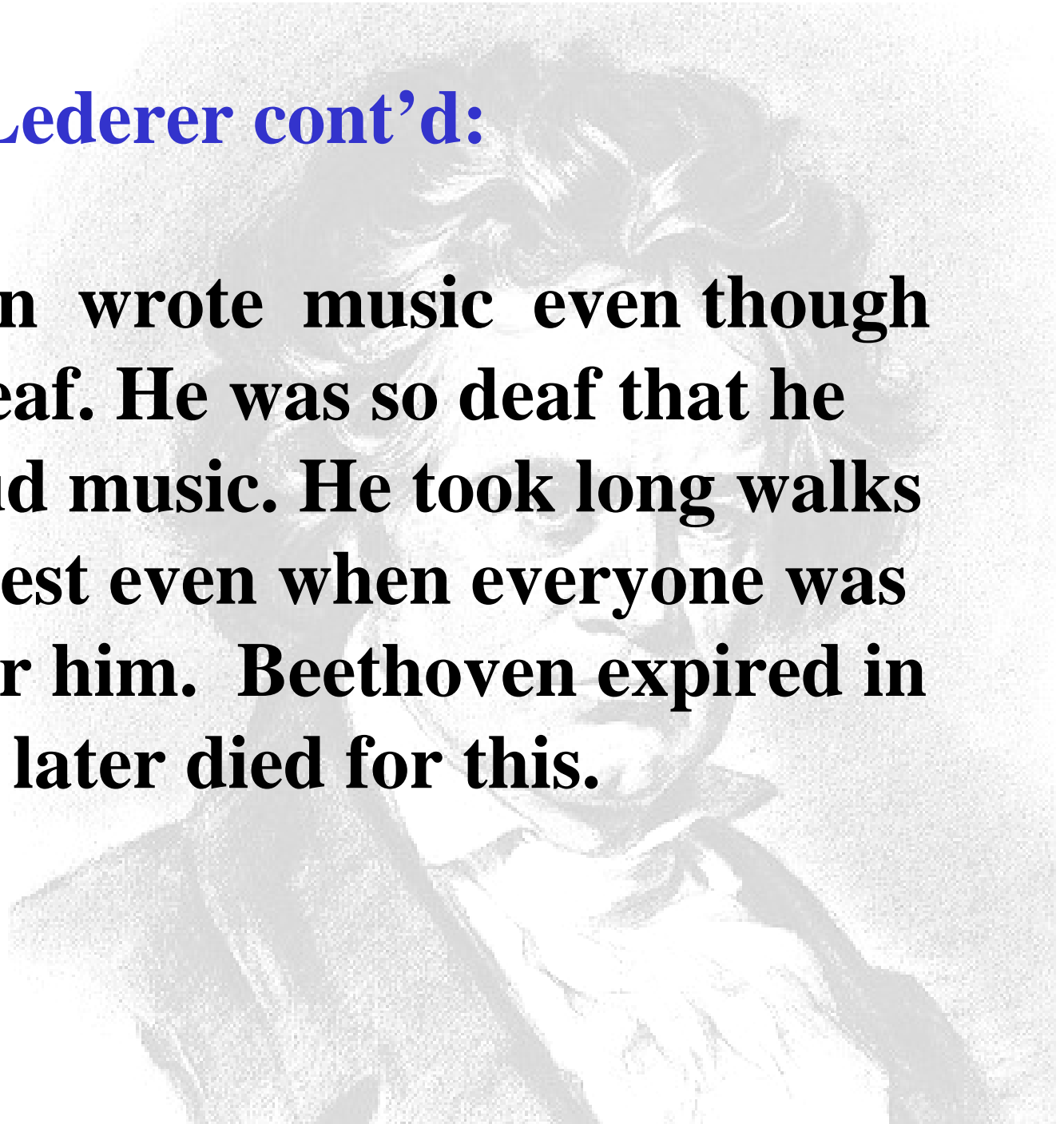
*“The Renaissance was an age in which more individuals felt the value of their human being. Martin Luther was nailed to the church door at Wittenberg for selling papal indulgences. He died a horrible death, being excommunicated by a bull. It was the painter Donatello's interest in the female nude that made him the father of the Renaissance.”*

Quotes from College Freshman essays  
collected by Richard Lederer:

*“It was an age of great inventions and discoveries. Gutenberg invented the Bible. Sir Walter Raleigh is a historical figure because he invented cigarettes. Another important invention was the circulation of blood. Sir Francis Drake circumcised the world with a 100-foot clipper.”*

## **Richard Lederer cont'd:**

**Beethoven wrote music even though he was deaf. He was so deaf that he wrote loud music. He took long walks in the forest even when everyone was calling for him. Beethoven expired in 1827 and later died for this.**



Richard Lederer cont'd:

**Cyrus McCormick invented the McCormick reaper, which did the work of a hundred men. Samuel Morse invented a code of telegraphy, and Charles Darwin was a naturalist who wrote the Origin of the Species. Karl Marx became one of the Marx brothers.**

Richard Lederer cont'd:

*The First World War, caused by the assignation of the Arch Duck by a surf, ushered in a new error in the anals of human history.*

# Obfuscation

- **Doublespeak:** language that hides, evades or misleads.
- What about
  - "negative cash flow,"
  - "deficit enhancement,"
  - "negative contributions to profits,"
  - or “alternative career enhancement?”

What's the purpose of this speech?  
Quoted from Dave Barry.

REPORTER: Senator, are you for or against the MX missile system?

SENATOR: Bob, the MX missile system reminds me of an old saying that the country folk in my state like to say. It goes like this: "You can carry a pig for six miles, but if you set it down it might run away."

## Dave Barry cont'd:

I have no idea why the country folk say this. Maybe there's some kind of chemical pollutant in their drinking water. That is why I pledge to do all that I can to protect the environment of this great nation of ours, and put prayer back in the schools, where it belongs. What we need is jobs, not empty promises.



## Dave Barry cont'd:

I realize I'm risking my political career by being so outspoken on a sensitive issue such as the MX, but that's just the kind of straight-talking honest person I am, and I can't help it.

Dave Barry: A 200 word essay on:

## **THE INTENT OF THE MONROE DOCTRINE**

"The Monroe Doctrine is, without a doubt, one of the most important and famous historical doctrines ever to be set forth in doctrine form. And yet, by the same token, we must ask ourselves: Why? What is the quality that sets this particular doctrine - the Monroe Doctrine- apart from all the others?

## Dave Barry 'Monroe Doctrine' cont'd:

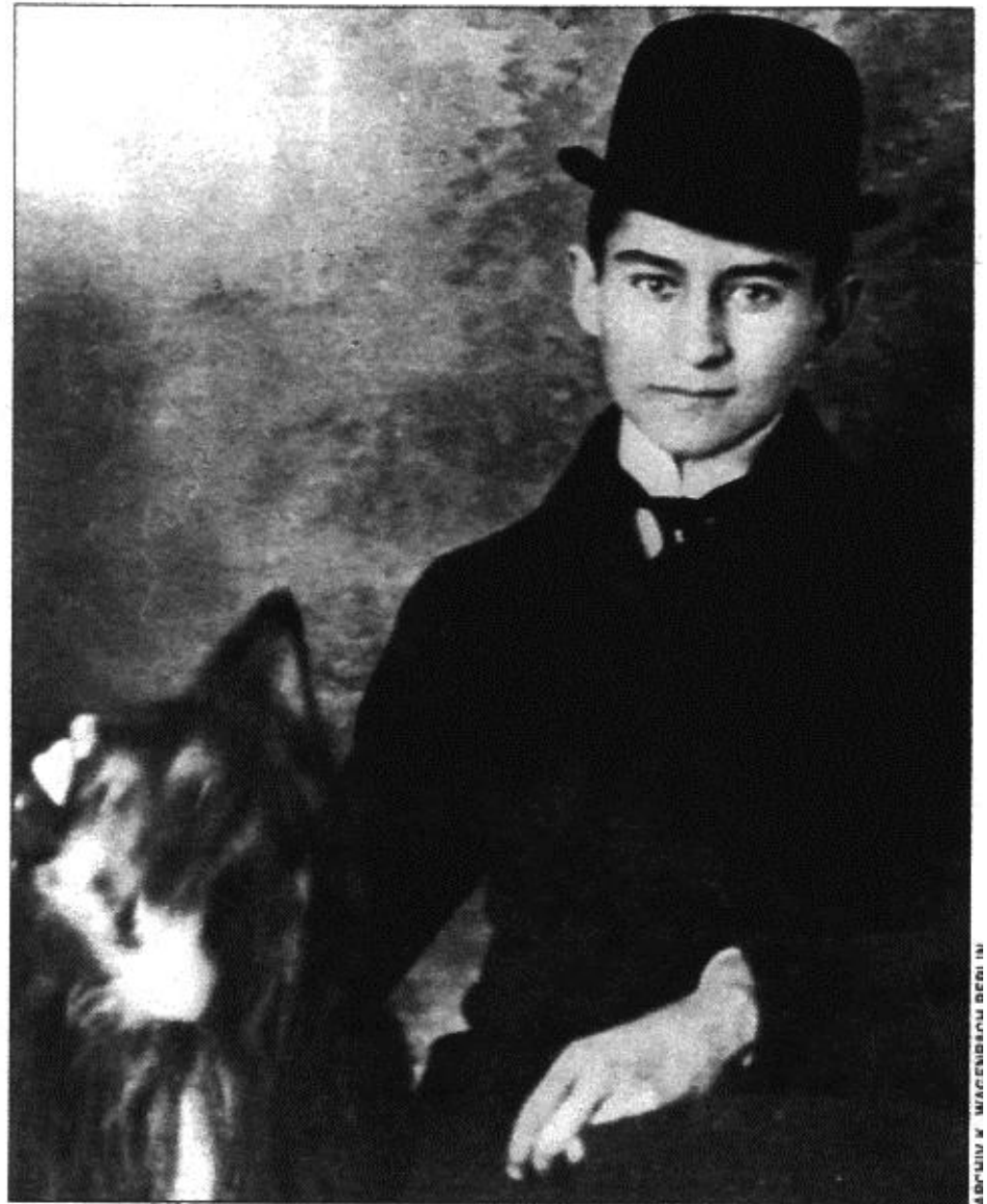
There can be no question that the answer to this question is: The intent. For when we truly understand the intent of a doctrine such as the Monroe Doctrine, or for that matter any other doctrine, only then can we truly know exactly what that doctrine was intended to accomplish as far as doctrinal intention is concerned. This has been an issue of great significance to historians and human beings alike throughout the distinguished history of this great country..

## Dave Barry 'Monroe Doctrine' cont'd:

.. a country that we call, simply, 'the United States of America,' a country that has produced more than its share of famous doctrines and great heroes and, yes, educators of the caliber of Mr. Fossum, doing such a superb job of preparing the young people of tomorrow for the day when we, as a society and yet by the same token also as a nation, finally reach 200 words."

We conclude this  
section with a fine  
example of 20<sup>th</sup>  
Century  
Literature:

**Franz Kafka**  
(1883-1924)



**Student Kafka (um 1906):** Auf Abhärtung bedacht

## **Franz Kafka: Up in the Gallery**

If some frail tubercular lady circus rider were to be driven in circles around and around the arena for months and months without interruption in front of a tireless public on a swaying horse by a merciless whip-wielding master of ceremonies, spinning on the horse, throwing kisses and swaying at the waist, and if this performance, amid the incessant roar of the orchestra and the ventilators, were to continue into the ever-expanding, gray future, accompanied by applause, which died down and then swelled up again, from hands which were really steam hammers, perhaps then a young visitor to the gallery might rush down the long stair case through all the levels, burst into the ring, and cry “Stop!” through the fanfares of the constantly adjusting orchestra.

But since this is not so— since a beautiful woman, in white and red, flies in through curtains which proud men in livery open in front of her, since the director, devotedly seeking her eyes, breathes in her direction, behaving like an animal, and, as a precaution, lifts her up on the dapple-gray horse, as if she were his grand daughter, the one he loved more than anything else, as she starts a dangerous journey, but he cannot decide to give the signal with his whip and finally, controlling himself, gives it a crack, runs right beside the horse with his mouth open, follows the rider's leaps with a sharp gaze, hardly capable of comprehending her skill, ...

.. tries to warn her by calling out in English, furiously castigating the grooms holding hoops, telling them to pay the most scrupulous attention, and begs the orchestra, with upraised arms, to be quiet before the great jump, finally lifts the small woman down from the trembling horse, kisses her on both cheeks, considers no public tribute adequate, while she herself, leaning on him, high on the tips of her toes, with dust swirling around her, arms outstretched and head thrown back, wants to share her luck with the entire circus—since this is so, the visitor to the gallery puts his face on the railing and, sinking into the final march as if into a difficult dream, weeps, without realizing it.



**Finis**

(noun, Lat.)

‘The end’