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 and 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 and 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’
What's the difference?

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

principle
affect
advice
except
site
it's
there
they're
too
whose
past
breach
credible
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:
Meanwhile in Europe, the Enlightenment was a reasonable time. Voltaire invented electricity, and gravity was invented by Isaac Walton. It is chiefly noticeable in Autumn, when the apples are falling off the trees.
“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 raper, which did the work of a hundred men. Samuel Morse invented a code of telepathy, and Charles Darwin was a naturalist who wrote the Organ 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.
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.
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?"
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 20th Century Literature:

Franz Kafka (1883-1924)
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’