

March 31, 2016

## Head Lines

[slide] **Welcome to G4GL!** (L is the 12<sup>th</sup> letter.)  
It's an **honor** and a **pleasure** to be here with you again to celebrate this special event!

### **Listen Carefully!**

There's a long-running narrative here. If you get lost following the threads, it's all right. Whenever you hear a **self-reference**, an **N-tendre**, a **palindrome**, or a **paradox**,

[slide] **drink!**

### **Credentials**

I'm **Dr. Lew** (that's a self-reference – **drink!**) I'm the **Chief Development Officer** of the **Marin Forensic Language Pathology Lab**. As we explained at **G4GK**, I may be

[slide] accused of having **Obsessive Compulsive Disorder**, but at least I arranged the letters in their correct alphabetical sequence.

### **Clarity & Precision**

At the Lab, we encourage speaking **numerically**, for clarity and precision. Please visit our headquarters in **94941** at

[slide] GPS (**37.887289**, **-122.532983**, 17z) = (**N 37<sup>0</sup> 53' 14.2404"**, **W 122<sup>0</sup> 31' 58.7388"**).

### **Mission / Correct Language / Surface Hygiene**

I have traveled across this great Republic – from **94941** to **94965**, and here to **30303** every two years – to **correct** everyone's **language** for **logic**, clarity, accuracy, precision,

[slide] **syntax**, grammar, eloquence, erudition, **vocabulary**, usage, idiom, **spelling**, punctuation, **voice**, style, wit, tone, & nuance. Also to correct their **belief systems**, and to improve their **surface hygiene** through the magical therapeutic properties of

[slide] **fig soap**, as I will explain later.

### **Accounting**

Our Lab hired a brilliant Orthodox accountant, specializing in **double entry bookkeeping**, to keep track of our finances, and prevent us from drowning in data. His name is

[slide] **Noah Counting** (that's almost a triple entendre – **drink!**) **Bookkeeper & bookkeeping** are the only two English words containing a triple set of consecutive double letters.

### **Nutrition**

Our Lab manufactures highly concentrated, energy-packed, **wheat**-based snacks, extruded into flexible **crystal** filaments, shaped into **handguns**.

The prototype product name was **Crystal Pistols**, but our genius Marketing Department changed it to

[slide] **Rootin' Tootin' Gluten!** The dried-cherry trigger adds a nice touch.

We signed up a very influential health enthusiast as our international distributor.

[slide] **Putin's Rootin' Tootin' Gluten!** That's Vlad in our Quality Control room.

## Headlines

- [slide] I saw this newspaper ad with an **ambiguous headline**, for some sort of **language** contest run by an Indian casino up in 94928. It validates our earlier product's concept. (If you missed G4GK, I will explain later.) I immediately realized this **headline** has at least **11** different meanings. As **Safe Cracker** experts, we zipped up there in our
- [slide] **Race car** (with **palindromatic** transmission – **drink!**), and won these rare, valuable portraits of Treasury Secretaries
- [slides] **Alexander Hamilton** and **Salmon P. Chase**.

At the Lab, we write clear, unambiguous **headlines**.

**Head Lines** is at least a **hextendre**, or a **hexaflexatendre**.

1. Brow furrows
2. Vectors – lines with heads, magnitude, & direction
- [slide] 3. Queues to use the restroom
4. Joke punch lines that mess with your head
5. Thin, parallel rows of **C<sub>17</sub>H<sub>21</sub>NO<sub>4</sub>** crystals on a mirror (a well-known Atlanta molecule)
6. Succinct summaries of news stories – **titles**.

The self-referential **headline** (title) of this talk is, of course, **Head Lines. Drink!**

## Writing Persuasive Headlines

A **persuasive** headline **compresses** a complicated subject or argument into its essential message – its **resolution vector** – using the fewest syllables, in an aesthetically pleasing form.

I meditated on Jewish **haikuish**.

- [slide] Paradox of Zen  
If there is no self, then **whose**  
Arthritis is this?  
(Paradox & self-reference – **drink twice!**)

Our Cultural Department insists on a more elegant rhyming scheme.

- [slide] The **G4GL headline challenge**, then – to the extent one actually exists – is to explain an important cultural trend in health & hygiene, using an internally rhyming, symmetric form, with **12** syllables – a **dodecarhyme!**

## Philosophy War

The war between **Evolutionists** and **Intelligent Designers** rages on. Someone who believes in Darwin's Theory – that humans evolved from primates – might logically be called an **Aper**, like a Truther or a Prepper. An **Intelligent Designer** might be called an **I.D.er**, like a **clever thought** from New Jersey. I'm **coining those words** here today.

- [slide]

## Cultural Trend

- [slide] There's a clear trend **away** from smoking tobacco, to using **e-cigarettes** as a drug delivery system instead. Cigarette smoke contains over **11,000** contaminants. The chemical mix in an e-cigarette supposedly contains only **nine** contaminants.

**Vaping** – inhaling water **vapor** laced with trace amounts of nicotine – is becoming a popular fad, as a **safer** way to quit your smoking addiction than by applying epidermal nicotine patches, or chewing **gum** loaded with vile chemicals. Pleasing **flavors** (banana, tangerine) are mixed with the vapor to heighten the experience.

If an Evolutionist were to report this cultural trend from his log notes, our **headline** would be:

[slide] **Aper's papers: Vapers favor vaping safer, flavored vapors!**

That's **16** syllables, but you can just strike out the first four, leaving only **12**.

### **Gift Exchange**

My Gift Exchange item is an efficient **cheese grater**, so you can shred Parmesan on your pasta, and

[slide] **Make America Grate Again!**

### **Credit / Self-confidence**

I want to thank Professor **Ken Brecher** for referring me to a volume of valuable research literature on language & self-confidence, titled

[slide] ***I'm Not Scared*** by **Hugo Furst**.

Here's an important **tail line** for you.

[slide] **FREE TIBET! \***

\* With purchase of one regular Tibet of equal or greater value.

[slide] **Thank you** for your attention & patience! **Speak Clearly!**

[slide] Enjoy the vapors – **drink!**

---

### **Abstract**

Dr. Lew explains important cultural trends with self-referential symmetric rhyme. Enjoy word sequences you may not have thought of, and won't hear anywhere else.

© 1983 – 2016 Marin Forensic Language Pathology Lab, Inc. All rights reserved.