

HOW TO WIN AT WORDSMANSHIP

After years of hacking through etymological thickets at the U.S. Public Health Service, a 63-year-old official named Philip Broughton hit upon a sure-fire method for converting frustration into fulfilment (jargonwise). Euphemistically called the Systematic Buzz Phrase Projector, Broughton's system employs a lexicon of 30 carefully chosen 'buzzwords':

<i>Column 1</i>	<i>Column 2</i>	<i>Column 3</i>
0. integrated	0. management	0. options
1. total	1. organizational	1. flexibility
2. systematized	2. monitored	2. capability
3. parallel	3. reciprocal	3. mobility
4. functional	4. digital	4. programming
5. responsive	5. logistical	5. concept
6. optional	6. transitional	6. time-phase
7. synchronized	7. incremental	7. projection
8. compatible	8. third-generation	8. hardware
9. balanced	9. policy	9. contingency

The procedure is simple. Think of any three-digit number, then select the corresponding buzzword from each column. For instance, number 257 produces 'systematized logistical projection', a phrase that can be dropped into virtually any report with that ring of decisive knowledgeable authority. 'No one will have the remotest idea of what you're talking about', says Broughton. 'But the important thing is that they're not about to admit it'.