



Disregarding ridiculous hyperbole, untenable hyped contentions and blatant self-aggrandisement, would you have any kind of quantitative data on which to base your claim?

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Language Shapes Realities

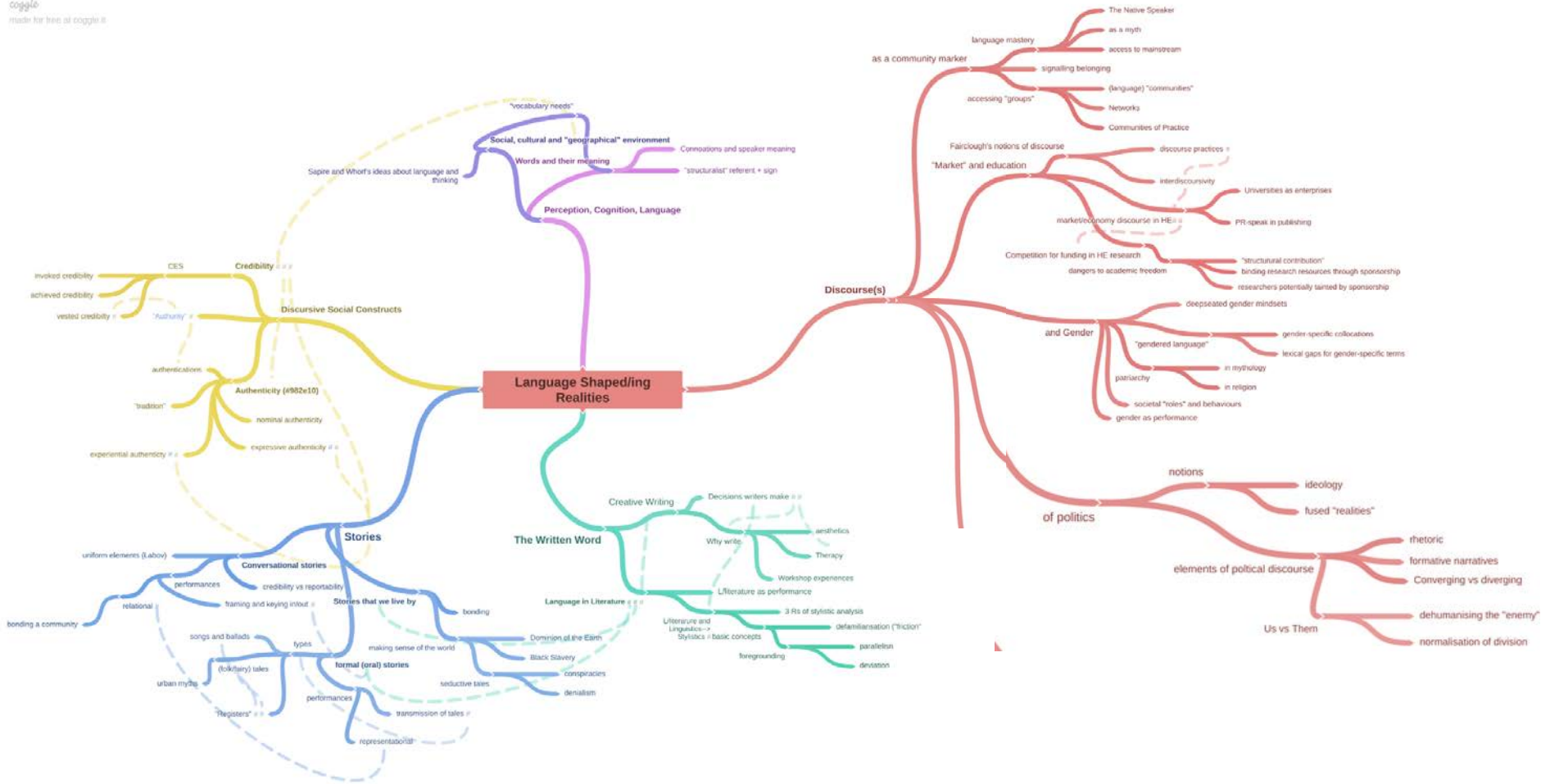


A load of cobblers

What We Saw Last Week

- **Central concepts and notions of political discourse**
 - ideology
 - common ground
 - fused realities
- **Elements of political discourse**
 - political rhetoric
 - seduction of narratives
 - converging and diverging
- **Discourse of division: Us vs Them**
 - characteristic of “us” vs “them”
 - dehumanising the “enemy”
 - normalisation of discourses
- **All you need is CDA...**

Context for nearly the last time...



The Plan for Today

- **Approaches to the phenomenon**
 - talking cures
 - talking up
 - talking the language
 - honestly?
- **Characteristics**
- **How it works**
 - the habitat
 - what it does there
- **... and academia**
- **What we can do about it**

Approaching the phenomenon

A look at some “data”

Baffling Science

The Technology Behind StreamZ

Home / The Technology

mixture of natural rubber
and silicone compounds

StreamZ products contain a mixture of natural rubber and silicone compounds known as 'StreamZ Technology'. StreamZ products are unique and differ greatly from more traditionally used products such as 'magnetic pulsing devices' and 'hologram ion balancers'

Traditional magnetic products create a 'pulsating' effect. The pulse travels from the face of the magnet (often referred to as their 'magnetic field') the further this pulse travels from the face of the magnet. This constant pulsating action has been shown to create an increase in heat, increasing blood flow and releasing tension in the local muscle. This process can be seen clearly using thermal imaging technology. Many health issues however are not caused by muscle damage and do not require an increase in heat, which might perhaps explain the mixed reputation

StreamZ Technology Video - EQU Stre...



We can't see or
hear these
HIGH-frequencies
but our cells
interact with them.



explain the mixed reputation

FRUIT'LOOPER

single polarity

magnetic resonance therapy

StreamZ spins!

360° layer of StreamZ smart-material

a unique spiralling motion by streaming the fields of polarity
horizontally through the smart-material

"Cyclotrone Effect"

In a Cyclotron, a modest electric field can accelerate a moving ion
into enormous energy levels by gradual resonant build up

This is caused by the energy from a weak field pulsating in harmony with
a resonant frequency of ion motion in a "steady state" magnetic field.

"For both humans and animals, that 'steady state' is the Earth's low frequency magnetic field (7.83Hz). The ions in

PR, Corporate and Weasel Speak



Your call is important to us.

We are focused 1,000,000% on positive, move forward, actionable efforts to help facilitate change.

...be cognizant of the optics of your personal brand
(HR manager pep talk)

Robustifying Learnability
(Title of a research paper of Federal Reserve)

The cabinet-subcommittee that's reviewing the operation of these restrictions will be meeting today to make sure that we have a robust sense of the timeline for the introduction.
(*Private Eye* Nr 1540, 5-18 February 2021 p 14)

PR and Corporate Speak b)

The words of Howard Schultz

Starbucks Roasteries “delivering an immersive ultra-premium, coffee-forward experience”.

“Know that I send you my love and respect.”

(Schultz signing off an email to 100,000 Starbucks employees)



And those of other leaders

“With the rise of the multi-polar world, the task of finding and managing talent has become more complex, turbulent and contradictory.”

“We’ll wake the world up and move the planet a little closer to the future.”

(John Chambers, CEO Cisco)



Bingo!

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global player	impact[ful]	vision statement	out of the box	run it up the flagpole
outcomes	emerging markets	means-tested	bottom line	fit for purpose
in real-time	the demographic	free square	market forces	phase in/out
a robust sense of...	in the pipeline	on board	back to the drawing board	front-burnerize
big picture	target audience	benefit analysis	data mining	thanks for sharing

<http://www.buzzwordbingo.net>

© FAM

Generate your own terminology

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1					1
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So what are we looking at?

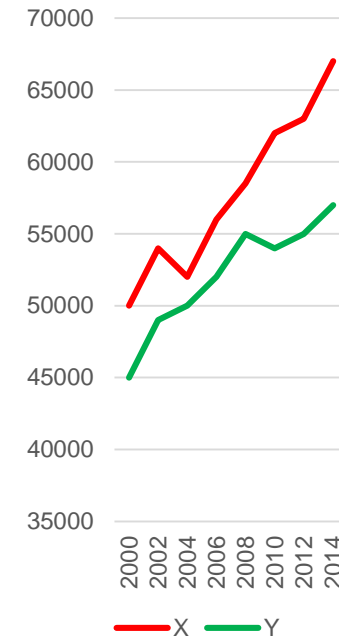
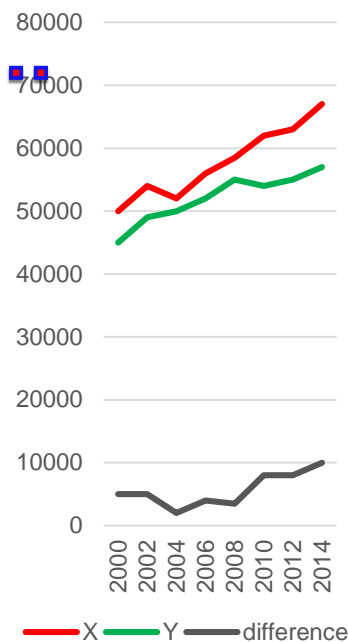
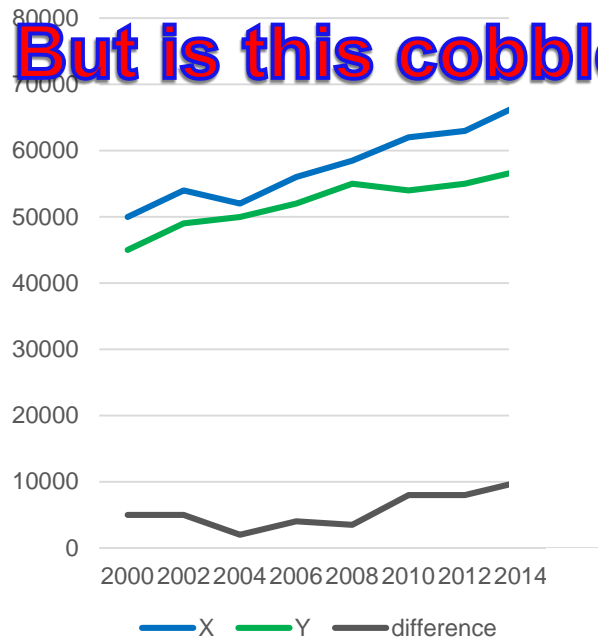
cobbler's humbug baloney
bunkum hogwash crap guff
balls bluff bollocks balderdash
hype fruitloopery claptrap
bullshit
jargonese? lies?

So what are we looking at?

‘One of the most salient features
of our culture is that
there is so much bullshit.’

bullshit lies?
jargonese?

A Look at Statistics



...or something more deceptive?

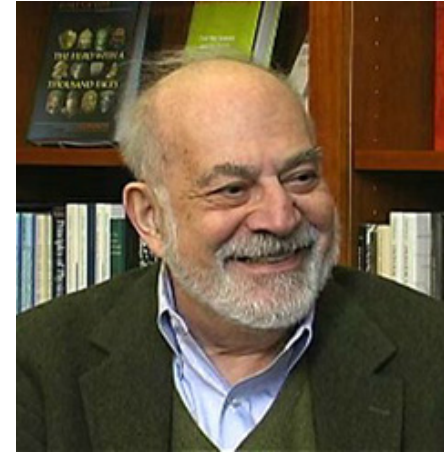
Unravelling/unpacking the Phenomenon

Characteristics of Bullshit



The classic approach

Harry Frankfurt (2005): 'On Bullshit'



- **deceptive misrepresentation,**
- **short of lying,**
- **especially by pretentious word or deed,**
- **of somebody's own thoughts, feelings, or attitudes.**

(Black on 'humbug'
as quoted in Frankfurt 2005)

Bullshit and honesty

Fourth of July orator ('bombastically'):
**'... our great and blessed country,
whose Founding-Fathers under divine guidance
created a new beginning for mankind.'**

truth of statement irrelevant

speaker's honesty is questionable

The bullshitter's

**'only indispensably distinctive characteristic
is that in a certain way
he misrepresents what he is up to.'**

Bullshit and competence

- ‘Bullshit is unavoidable whenever circumstances require someone to talk without knowing what he [sic] is talking about.’
- ‘it is never finely crafted, ... in the making of it there is never the meticulously attentive concern with detail’
- There is surely ... some kind of laxity which resists or eludes the demands of a disinterested and austere discipline.’

Grice's Maxim of Quality:

'Try to make your contribution one that is true'

1. Do not say what you believe to be false. → Lie
2. Do not say that for which you lack adequate evidence.
→ bullshit

How it works

Functions of Bullshit

Some characteristics

‘Your call is important to us’

insincerity smugness feebleness
of getting away with something

(Eubanks and Schaeffer 2008:381)

pomposity banality inanity

(Postman 1969)

misrepresentation of self

‘shoddy’ thinking

(Frankfurt 2005)

‘... the essence of bullshit is not that it is **false**
but that it is **phony**.’

The natural habitat

- Advertising
- Public Relations
- Politics
- Fruitloopery and Pseudo-Science
- perhaps Academia

Inflating what you do

sustainable mobility solution



TOYOTA

reading container



hair management system



affordable, portable
lifestyle beverage



“knowlivators, innovateers,
performibutors, proactilopers,
prioricators and winnomats”

Unlock your talent

Eversheds Sutherland Unlocked programme
for students



Downplay what you do

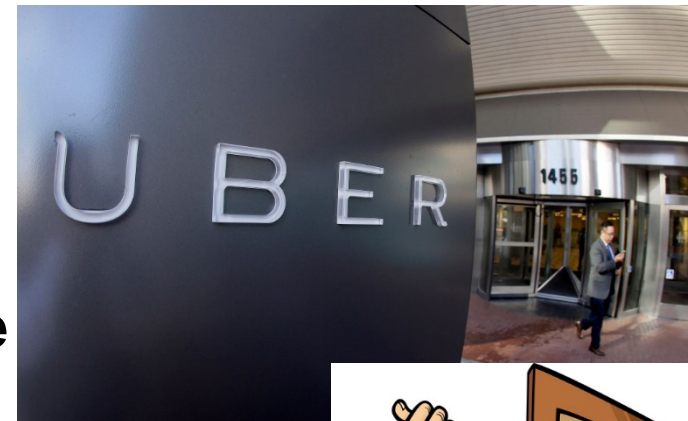
underinvested in the driver experience
in a reputational deficit

We look forward to strengthening our alumni
network

We're maximising our throughput
by streamlining our workforce

This is an opening for alternative career options
smartsize
rightsize
downsize

deplaning a passenger



Baffle and detract

Select Committee hearing
about misspent “carer’s allowances”



Department
for Work &
Pensions

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“director general of service excellence”
to ensure “that we do focus always on the
customer outcomes”.

Director general has created the “Service
Transformation Board” who “want to look at
this product and give the customer a better
experience.”

Reply to question about incurred losses:

“It’s a moving picture. We’re building a better picture.”

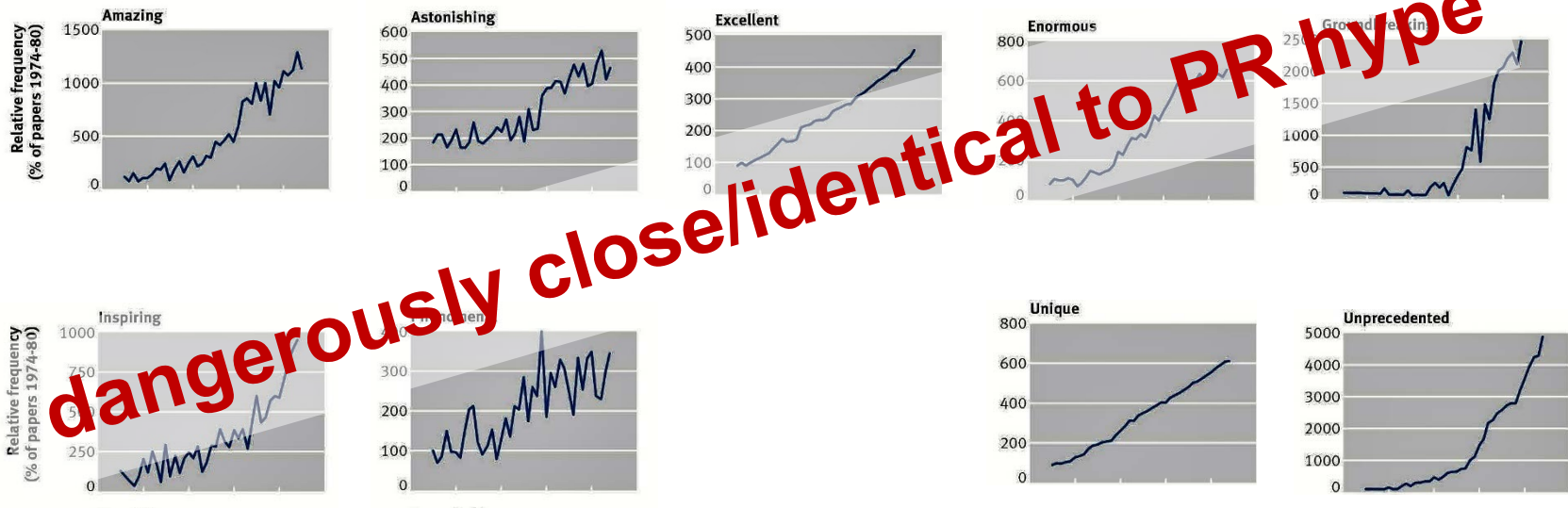
“We don’t have targets that are at the level of individual
benefits. We do understand at the level of individual benefits
where our main causes of loss are. The reason is because the
benefits all have conditions and we find the same cause of
loss across a number of different benefits.”

Academia

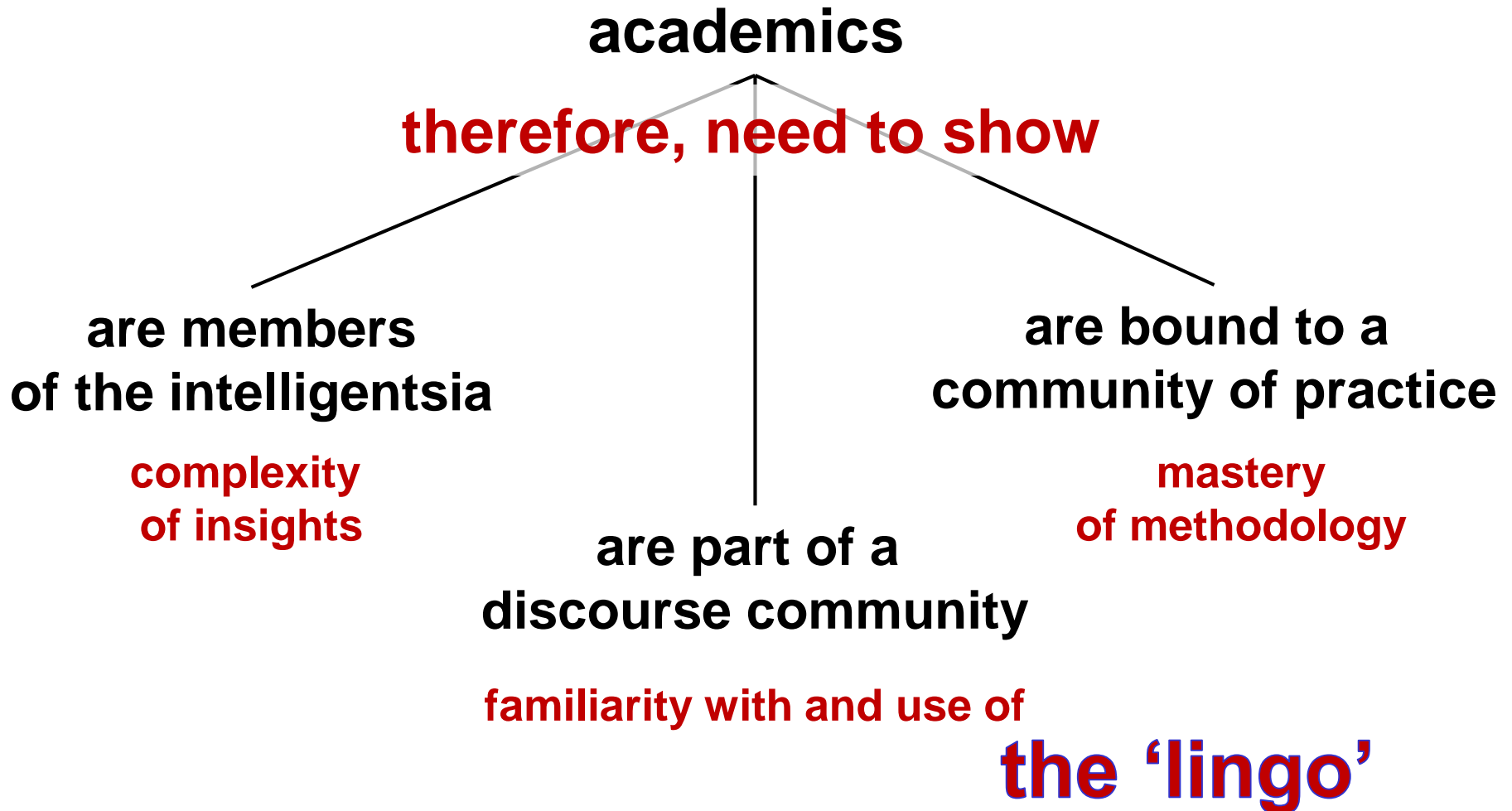
A bullshit-free zone ?

Remember ?

Presence of 'gung-ho' adjectives in PubMed abstracts from 1974 to 2014. (Vinkers, Tijdink and Otte 2015)



Scholarly binds



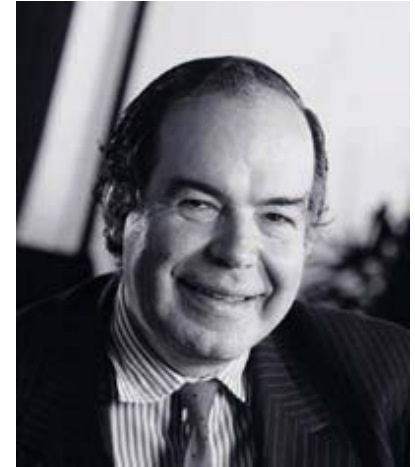
Walk the walk or wear the hat



Isocrates
436–338 BC

**Acting virtuous
may well lead to
acting virtuously**

Edward de Bono
* 1933



Walk the walk, talk the talk...

Academic prose

- is linguistically standardised
- uses subject-specific terminology

**fine line between gobbledy-gook,
and technical terminology**

lower extremities

legs

lexical competence

knowing the words

cognisant of the semantics

understanding the meaning

discursively constructed

**meanings become apparent and are
defined in social understanding as a
result of the way in which we talk
about them**

**‘short-hand’ for
the discourse community**

Walk the walk, talk the talk...

Academic prose

- is linguistically standardised
- uses subject-specific terminology

**fine line between gobbledy-gook,
and technical terminology**

- needs to demonstrate knowledge of the field
- conforms with scholarly conventions
- perpetuates itself in publication
- is necessary for achieving credibility
- feeds the research through funding proposals

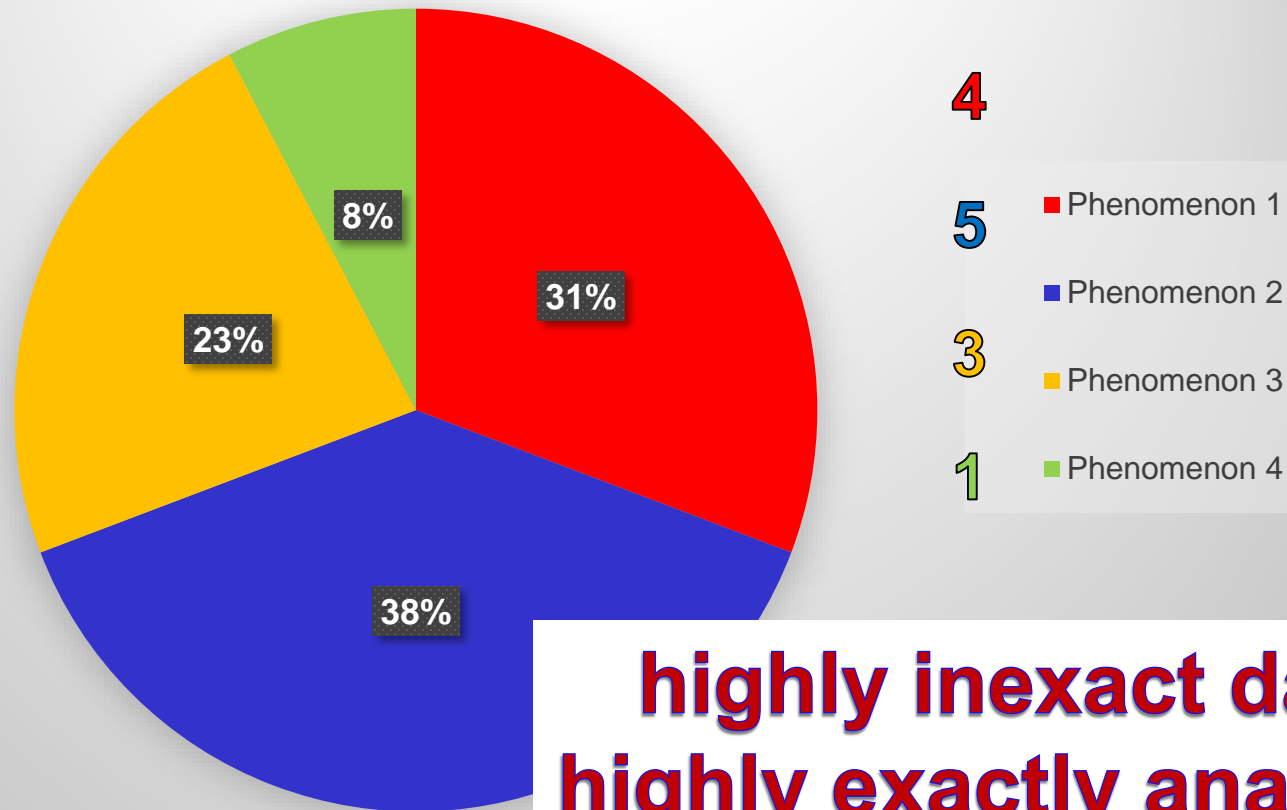
How not to use academic discourse

Due to increased verbalisation the educationist desires to earnestly see school populations achieve cognitive clarity, accuracy, literacy and numeracy both within and without the learning situation. However, the classroom situation (and the locus of evaluation is the classroom) is fraught with so many innovative concepts (e.g. the problem of locked confrontation between pupil and teacher) that the teaching situation is, in the main, inhibitive to any meaningful articulacy. It must now be fully realized that the secondary educational scene has embraced the concept that literacy has to be imparted and acquired via humanoid-to-humanoid dialogue. This is a breakthrough.



Methodology: Exact Science BS

13 Respondents



**highly inexact data,
highly exactly analysed**

Is there a cure?

How to deal with Bullshit

An old adage...

~~If you can't dazzle them with brilliance~~
~~—baffle them with bullshit~~

on the **receiving end**:

don't let yourself be baffled

on the **business end**:

**don't dress up lack of insight
with obfuscation**

be clear about

what you as a writer want to show!

In other words...

use your **critical** facilities:

critical common sense
with a working

Crap Detection Alarm

Context – one last time...

coggle
made for free at coggle.it



and so ...

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Thank you for your time!

**It's been really great
to work with you all!**

and that's me being sincere –

No Bullshit, guaranteed!!