

The Systematic Buzz Phrase Generator

In 1968, Newsweek magazine published a short, but humorous article, *How to Win at Wordsmanship*. It described the "Systematic Buzz Phrase Projector," a concept developed by Philip Broughton, a (then) 63-year-old worker in the US Public Health Service. Broughton's Systematic Buzz Phrase Projector is a fun way of not only randomly generating buzz phrases, but also the corresponding acronyms and abbreviations they form.

Buzz Phrases are built with Techno Latin, a non-language that replaces plain English nouns with vague but precise-sounding substitutes. In Techno Latin, a disk drive is a "data management solution." A network is a "workgroup productivity platform." A phone is a "telecommunications device".

Techno Latin describes just about anything technical, but doesn't really mean anything. This is because Techno Latin is comprised of words that are either meaningless or have been reduced to that state by frequent use. Like the blank tiles in Scrabble, you can put them anywhere, but they have no value. The real value of Techno Latin is that it *sounds* precise while what it says is vague as air.

Broughton's system uses this three-column list of 30 cleverly chosen buzzwords.

Column 1	Column 2	Column 3
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

To use the SBPP, just make up a 3-digit number and then choose the numbered buzzword from each column. So, if you chose 031, you would get **Integrated Reciprocal Flexibility (IRF)**. Try it for yourself.

