



## New Centralia College website set to roll out on a monitor near you by midweek

The Centralia College website's long-awaited facelift will be ready for a first glimpse next week. The new vision should appear on computer screens across campus at about midweek. The website is scheduled come up on Jan. 10, but some variance from that timeframe could be expected.

The new CC website will feature an ease of navigation when compared with the existing site and a consistent look and feel that more effectively projects the college image. Web manager Cindy Lawrence said the new site will provide better information to visitors and potential students. "We hope it will become so user-friendly," Lawrence added, "that the site may lead them to information they forgot to ask about."

The first thing a visitor will notice, according to Lawrence, is that the site is content-driven rather than organizational. That means the visitor will find their information more easily and be furnished with easy-connect links to other pertinent information. For the campus department, faculty, or program, the new web pages will be easier to update and maintain.

the casual visitor or the serious student applicant with more consistent navigation, a more unified graphic appeal to achieve the college's communications goals, and, Lawrence said, "we'll be selecting images that support individual programs and courses."

"We've carried over many of the good features of the old site," Lawrence confided, "as we tried to add complimentary features that better fit our mission and image."

Lawrence said the most difficult part of the transition will be just getting familiar with the process. Her advice is to take the classes, don't be intimidated, and be patient during the transition process. "The new

website," she concluded, "will be a good portrait of Centralia College and our many programs and features."

The first class on the new website templates will be Thursday, Jan. 11, from 2-4 p.m. in WAH 207. Site users will begin learning the templates that will make up the new pages and give everyone's program or course the best possible Internet exposure.

Page developers should contact

Candi Fetch at ext. 671 to register for the web page workshop.



"Beats me. We downloaded the new website and it started sobbing pitifully and then went hysterical!"



### The Muse

"The law, in its magnificent equality, forbids the rich as well as the poor to sleep under bridges, to beg in the streets, and to steal bread."

—Anatole France—

The new website is designed to furnish



## Birthday Party Dates

JAN AUSTEN (GHEC)	1/3
J R R TOLKIEN	1/3
VICTOR BORGE	1/3
JEANNE D'ARC	1/6
TAMMY STRODEMIER	1/7
MILLARD FILLMORE	1/7
ELVIS PRESLEY	1/8
GEINA STUDEMAN	1/8
RICHARD NIXON	1/9

**Note:** Another slow birthday week here on the China Creek campus. Things are expected to perk up noticeably in the next week or two and we can again break out the root beer and skittles.

## SPORTS SCHEDULE

### Men's basketball

Date	Opponent	Time
1/6	TACOMA	7 p.m.
1/10	BYE	

### Women's basketball

1/6	TACOMA	5 p.m.
1/10	BYE	

## New Address!

After nearly 140 years, the name of the street in front of the college will change. It's been known as "Locust" Street since at least 1880 and probably earlier—but that changed for at least a portion of the street to reflect the influence Centralia College has had on the community since 1925.

Effective on Monday, the street became "Centralia College Boulevard." That will be the city and USPS designation from Tower Avenue west to the end of the street.

College publications, stationary, and business cards will be slowly replaced with pieces bearing the new address, 600 Centralia College Blvd. The Post Office has told residents they have one year to complete the address change on their correspondence and other papers.

Meanwhile use your current business cards until they are exhausted. Your next set will reflect the address change in plenty of time for new mailings.

# Can English survive the onslaught of gross misuse and bad examples?

Each year a select staff at Lake Superior State University in Sault Ste. Marie, Mich., has been compiling a list of words and phrases they hope to banish from the Queen's English for "misuse, overuse, and general uselessness." These are words the faculty volunteers and language purists wish had "gone missing."

A university committee this year selected 16 words or phrases from a list of more than 4,500 nominations. The list reads like a lexicon of popular culture.

High on the list was an advertising phrase, "Ask your doctor if Lipitor (or any other pricey medication) is right for you." It is the mantra of pharmaceutical commercials and was called "the chewable vitamin morphine of marketing."

Also a frontrunner is the media's practice of combining names like "TomKat" or "Brangelina." Equally annoying is the media practice of shorthand names for pop stars, like "JayLo" for Jennifer Lopez.

The news people seem to have fallen for the terms "went missing" or "gone missing" as though Missing were a fun place to visit, such as McKenna or Ryderwood.

Another peeve is the improper use of words like "healthy" and "nutritious." If your lunchtime fish sandwich was actually "healthy" it would still be swimming in the Skookumchuck; your pork chop would be at the swill trough.

Realtors got a special award for gimmicky advertising that overused "boast", such as, "The master bedroom boasts his-and-hers fireplaces," never, "The bathroom apologized for the cracked linoleum," or "The kitchen laments the pathetic placement of electrical outlets."

Not on the list, but a peevish pet of Don Frey is the attribution of human traits to automobiles by advertisers. Do we really need "aggressive handling," a car "born of Swedish jet aircraft designers." or to be "gently cradled in luxurious split cowhide seats?" I frankly don't want a car that "anticipates my every driving desire." Too much like an ex-wife.

The list is closing in on 1,000 words and phrases suggested for banishment, and many such as "show me the money" or "erectile dysfunction," and "holiday tree" soundly deserve the dishonor.

Surely the readers of *Update* have plenty of words that offend, perhaps even more universally than these. Send your nominations for useless or pathetic words and combinations thereof to this editor and we'll publish the first Centralia College list of words and phrases that could be vastly improved by a permanent date with wholly-deserved oblivion.

We can hope things like "Hey Dude, it's like, uh," will go away quickly, so we may concentrate on finding the absurd and preposterous on our language list.

## The Brothers Four

In just over three weeks, the Brothers Four will perform in Corbet Theatre in one of the most eagerly awaited concerts yet in the new theatre complex. The Saturday, Jan. 27 program starts at 7 p.m.

The Brothers Four is one of the most popular folk groups to ever record or perform in America and were founders of the "folk revival" of the 1960s and beyond. After four decades of music, the Brothers Four is the only headline folk group still together, entertaining legions of fans around the world every year.

At their Centralia College concert, these master acoustic musicians will perform such releases as the million-sell-

ing versions of "Greenfields," "Try to Remember," "Across the Wide Missouri," and their Academy-Award nominated "Green Leaves of Summer" from the John Wayne movie classic, "The Alamo."

Tickets for this special President's Performance are \$20 for all remaining general admission seats. Please call ext. 777 as early as possible to avoid disappointment.

