

Duke University Press
American Dialect Society

Neologisms of the Film Industry

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Source: *American Speech*, Vol. 8, No. 2 (Apr., 1933), pp. 73-74

Published by: [Duke University Press](#)

Stable URL: <http://www.jstor.org/stable/3181882>

Accessed: 25-10-2015 23:21 UTC

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January 21, 1933, by the Provident Mutual Life Insurance Company of Philadelphia. Perhaps we shall soon have *treasurers* and *bankors* and *brokors*. It is the *educationists* (who have replaced EDUCATORS) that have brought in ADVISORS.

P. E.

"TANKSTERETTES"

"The Tanksterettes, women's swimming club, are planning a swimming meet to be held on different Saturdays" is an announcement that appeared in the students' newspaper at the University of Nebraska, the *Daily Nebraskan*, February 14, 1933. It was printed under the heading *Tanksters and Tanksterettes*. This is a curious formation historically, for the suffix "ster" was originally feminine only, and it persisted beyond Chaucer's time in this usage. Compare SPINSTER. Add to "ster" the suffix "ette," from the French, and the result is a new agent noun with a hybrid double feminine ending.

F. M.

University of Nebraska

FROM LEGISLATIVE HALLS

A friend tells of hearing, when she was listening to a debate in a legislative session in a state capitol building, an impassioned legislator (a good speaker, too) say in the heat of his argument, "My friends, this bill has some bad merits, too."

X. Y. Z.

NEW VOCATION

I note the following advertisement in a local paper:

RECEPTIONESS
with general studio experience. Apply
Monday only. Powell Studio, 1112 Metro-
politan Building.

Are *receptionesses* likely to become general?

THELMA JAMES

College of the City of Detroit

NEOLOGISMS OF THE FILM INDUSTRY

The invention of talking pictures has called forth an orgy of word coining that is hardly to be paralleled. The industrial revolution of the past century gave rise, of course, to an entirely new language, but during that period no mechanical devices evoked so many curious and arbitrarily made coinages as those brought on in our own day by the development of the film industry.

The promoters who named the early silent pictures relied wholly on Greek and Latin, but their American patrons soon took the matter of nomenclature out of their hands, or rather mouths, and reduced polysyllables to their simplest common denominator. *Kineoptican*, *kinetoscope*, *animatograph*, *cinematograph*, *nickelodeon*, *biograph*, *vitagraph*, and other classical compounds became first *motion pictures*, then *moving pictures* (since MOTION is a highbrow word), and finally that endearing diminutive *movies*.

By analogy, talking pictures were almost immediately called *talkies*. Each of the larger companies, nevertheless, rushed before the public with its own trade name, hoping that its designation would become the general term, as has happened many times in American industry. *Vitaphone*, during the few months that Warner Brothers held the field alone, achieved this distinction. But the advent of R. C. A.'s *Photophone*, Fox's *Movietone*, Pathé's *Audio Review*, and numerous other patented

names soon drove the public to the simple *talkies* as a term for sound pictures.

Next came the newspaper wits and the producers of amateur talkies. The former are responsible for the following more or less facetious synonyms: *audies*, *audifilms*, *speakies*, *shouties*, *lispies*, *noisies*, *squeakies*, *squawkies*, *gabbies*, *barkies*, *cellulouds*, *speaktures*, and *chinema*. The more important of the *Heimtonfilme* companies called their wares *Cine-Voice*, *Tone-O-Graph*, *Filmphone-Radio*, *Project-O-Phone*, *Cinetone*, *Animatophone*, and *Vision-ola*.

Germany, second to Hollywood in the film industry, almost equals America in the ingenuity of its nomenclature. The trade names of the chief German companies, pronounced in succession, sound very much like a college yell. Thus, *Ufa*, *Efa*, *Aafa*, *Terra*, *Tobis*. These cryptic words refer in order to the following firms: *Universum Film Aktiengesellschaft*, *Europäische Film Aktiengesellschaft*, *Aafa Film Aktiengesellschaft*, *Terra Film Aktiengesellschaft*, and *Tonbildsyndikat*. *Tobis* is of course made up of the first two letters of the first two syllables of the compound last named and the "s" of *SYNDIKAT*. One of the large producers of sound apparatus in Germany is known as *Klangfilm*. General terms for talkies are *Sprechfilm*, *Tonbild*, and *Tonfilm*.

After Germany, Soviet Russia is the most cinematographically interesting country in Europe. *Goskino* is a corporation in charge of all motion picture activities in Russia. *Meshrabpom-film* takes care of exporting Russian pictures. *Soyuzkino* and *Sovkino* are

organizations with the avowed purpose of spreading Communist propaganda. This is also true of the whole Soviet film industry, since art for art's sake is a bourgeois ideal. *Amkino* represents the film trusts of the U. S. S. R. in America. The chief sound apparatus used in Russia is the *Tagephone*, named after its designer Tager. The Russian word for talkies is *zvukovoy film*, sound film.

Outside of Germany and Russia talking pictures do not seem to prosper in Europe. In spite of his use of *cinema* for silent films the Britisher uses the American *talkies* for the sound variety. The linguistically conservative Frenchman calls them *films parlants* and the Italian *filmi sonori* or *filmi parlanti*. The Italians, however, have gone one step beyond the Germans and Americans in introducing color into their nomenclature. *Cincona* is formed from the first syllables of CINEMATOGRAFIA, COLORI, and NATURALI.

P. R. BEATH

New York City

JOTTINGS

In an issue of *Contact*, boldly headlined "Health is Wealth," is advertised the *American School of Natureopathy*, 307-09 East 12th Street, New York City.

It may be of interest that the reason for e. e. cummings's entitling his new book *Eimi* is that the letters used mean I AM in English as well as in Greek. Further, the title contains ME and I, and, as Mr. cummings holds, "art is universal, the same in any language."

In a dazzling advertisement for Kruschen salts appearing in the January, 1933, issue of *Vanity Fair*, the clip-the-coupon part reads: "Free—Send name