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Memorandum

To: Trialists

Fr: Curtis Meinert

Re: Unnecessary and deceptive words

“A Thousand Words” (2012) starring Eddie Murphy (Jack Mucall) is a story about a Bodhi Tree in Jack's backyard.

The Bodhi Tree is a religious symbol in Buddhism due to its prominence in the story of the Buddha's discovery of enlightenment. It represents the capacity of every human to follow the steps of the Buddha in achieving enlightenment.

Dr. Sinja (Cliff Curtis) goes to Jack Mucall's house and discovers for every word Jack speaks, a leaf falls from the tree.

When the tree is devoid of leaves, it dies, and so will Jack.

With just one thousand leaves, Jack learns to curb his speech and that silence is golden.

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In the electronic world we live in we are exposed to an endless stream of unnecessary and deceptive words. For example, “all new” in relation to a promotion of a television showing. New is new. “All new” adds nothing, except making you suspicious that the show is not new.

“The whole story” in promotions for a series of one hour shows hosted by Anderson Cooper. “The whole story” is vacuous and presumptive. Adds nothing.

“Pre words” like “pre approved”; usually devoid of meaning. Either something is approved or it is not. Often nonsensical as in “pre boarding”. Early boarding OK; preboarding impossible.

“Its your money, use it when you want.” Ad from JD Wentworth. Yes. But it will cost you.

“Get our free newsletter!”. I am an avid non joiner. Few things in life are free.