

ANZSI Newsletter

 Newsletter of the Australian and New Zealand Society of Indexers Inc.
Volume 7 | number 11 | December 2011

ANZSI News



Book Industry Strategy Group

This time last year ANZSI and NSW Branch wrote submissions to the Federal Government Book Industry Strategy Group. Their final report, while dated September 2011, was released mid-November: <www.innovation.gov.au/INDUSTRY/BOOKSANDPRINTING/BOOKINDUSTRYSTRATEGYGROUP/Pages/default.aspx>. Of course I checked the report for an index – none. Then I searched the PDF for use of the word ‘index’. The only relevant reference is:

There has been much more widespread use of XML tagging to facilitate the indexing and repurposing of content in educational publishing (page 33 and similarly on page 94).

I don't know why I am surprised there are not many references to indexes or indexers. They see the book industry as involving authors, publishers, printers and booksellers, with passing mentions to designers and editors. Still the mention of XML tagging is a big plus for indexing as at least there is recognition that this area is important and growing. Whether this translates into work for indexers is more debateable.

The report makes 21 recommendations that are grouped under the headings:

- Integrating the book supply chain
- Competing effectively in the global book market
- Improving supply chain efficiencies
- Rewarding and protecting creativity
- Supporting the business environment
- Supporting Australian culture

The GST and cost of postage are highlighted. As an example ... the hardcover edition of Stephanie Alexander's *The Cook's Companion* cost \$130 in Australia, but could be bought for \$92.83 from the Book Depository in Britain, including postage. The disadvantage is compounded by different postage rates. It costs \$42.60 to post a 10-kilogram parcel of books from Britain to Australia, but it would cost \$237.50 to post them back. (*Sydney Morning Herald* 10/11/11)

This is a key Government report in our area and I urge members to look at it.

ANZSI Contacts

There have been several changes as a result of the various AGMs so an updated ANZSI contact list has been included in this issue on pages 2 and 3.

Wishing you all a happy and restful Festive Season and healthy 2012.

Mary Russell

Renewal of annual membership subscriptions

If your ANZSI annual subscription covers the period January – December, your membership subscription is due for renewal by **1 January 2012**.

Online Renewal

If your subscription is due for renewal, you will receive an email in mid-December which will include a link for making a secure online payment. To ensure that you receive your personalised email, please make sure that the email address you have recorded on the ANZSI website is correct.

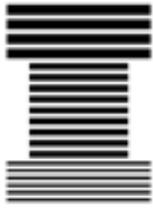
Mail Renewal

If you prefer not to make an online payment, you may download a subscription renewal form from the ANZSI Website, and mail it with payment details/cheque/money order to the address on the form.

Queries

Please contact me if you have any queries, or if you do not receive an email requesting payment.

Karen Gillen, Membership Secretary
<kamgillen@gmail.com>



**Australian and New Zealand
Society of Indexers Inc.**

ANZSI Newsletter

ISSN 1832-3855

Editor: Peter Judge

<peter.judge@bigpond.com>

About the newsletter

The newsletter is published monthly 11 times a year, with combined issues for January and February. Opinions expressed in the newsletter are those of the individual contributors, and do not necessarily reflect the opinions of the society. For details about contributions and editorial matters, refer to the ANZSI website at <www.anzsi.org>.

Advertising rates

Full page: \$200.00

Half page \$100.00

Quarter page: \$50.00.

These are all per issue – the former annual rate has been discontinued.

ANZSI contact information

ANZSI's general email address is:

<ANZSIinfo@anzsi.org>.

Further contact details in PDF format are available on the ANZSI website at <www.anzsi.org>.

ANZSI Contacts December 2011

ANZSI Inc

ABN 38 610 719 006

Address: PO Box 5062, Glenferrie South VIC 3122, Australia

Email: General enquiries <ANZSIinfo@anzsi.org>

ANZSI Council 2011/12

President: Mary Russell <russellmf025@ozemail.com.au>

Vice-president: Max McMaster <max.mcmaster@masterindexing.com>

Secretary: Michael Ramsden <rivendell5@westnet.com.au>

Treasurer: Margaret Findlay <mafnd@bigpond.net.au>

Council members: Alan Eddy, Karen Gillen,

Branch Presidents (ex officio): Frances Paterson, Julie Daymond-King,

Shirley Campbell, Nikki Davis, Moira Brown.

ANZSI Officials

Awards Committee

Chairperson: Alan Walker <walker@s054.aone.net.au>

Education Committee

Chairperson: Mary Russell <russellmf025@ozemail.com.au>

Members: Robin Briggs, Glenda Browne, Max McMaster, Michael Ramsden, Sherrey Quinn

Promotions and Publicity Committee

Chairperson: Max McMaster <max.mcmaster@masterindexing.com>

Members: Nikki Davis and Mary Russell

Registration Committee

Chairperson: Sherrey Quinn <sherrey@librariesalive.com.au>

Contact - Shirley Campbell <shirley.campbell7@bigpond.com>

Members: Jean Norman, Tricia Waters, Tordis Flath and Frances Paterson

Web Manager

Contact - [Mary Russell](mailto:russellmf025@ozemail.com.au) <russellmf025@ozemail.com.au>

Newsletter Editor

Contact - Peter Judge <peter.judge@bigpond.com>

Membership Secretary

Contact: Karen Gillen <kamgillen@gmail.com>

ACT Region Branch

Address: GPO Box 2069 Canberra ACT 2601

President: Shirley Campbell <shirley.campbell7@bigpond.com>

Secretary: vacant

Treasurer: Sherrey Quinn <sherrey@librariesalive.com.au>

Committee members: Edyth Binkowski, Helen Frame, Barry Howarth and Denise Sutherland

New South Wales Branch

Address: PO Box 307, Blaxland, NSW 2774

President: Frances Paterson <olivegroveindexing@bigpond.com>

Vice President: Glenda Browne <webindexing@optusnet.com.au>

Secretary: Mary Coe <coe.mary@gmail.com>

Treasurer: Sue Flaxman <sueflaxman@bigpond.com>

Committee members: Graham Clayton, Madeleine Davis, Lorraine Doyle, Helen Enright, Carolyn Kearney, Elisabeth Thomas.

New Zealand Branch

Address: 614 Inland Rd, RD2, Helensville, New Zealand 0875

President: Julie Daymond-King <jaydayking@yahoo.co.nz>

Vice President: Tordis Flath <indexing@paradise.net.nz>

Secretary: Vacant - Robin Briggs acting <rm.briggs@farmside.co.nz>

Treasurer: Jill Gallop <jmgallop@ihug.co.nz>

Committee members: Nelly Bess, Robin Briggs, Susan Brookes, Pam Strike, and Meredith Thatcher

Mentoring coordinator: Susan Brookes <s.brookes@auckland.ac.nz>

(continued on next page)

ANZSI Contacts December 2011 *(continued from previous page)*

Northern Territory

Contact: Frieda Evans <friedae@internode.on.net>

Queensland Branch

ABN 54 687 901 656

Address: PO Box 458, Moorooka Qld 4105

Email: <qldbranch@anzsi.org>

Committee members 2011/12

President: Moira Brown <brown5moira@yahoo.com.au>

Vice President: vacant

Secretary: Beryl Macdonald <bayorst@bigpond.net.au>

Treasurer: Franz Pinz <franzpinz@yahoo.com>

Committee Members: Mei Yen Chua, Jean Dartnall, Vicki Law, Jan Rees and Deirdre Kesteven.

North Queensland

Jean Dartnall (Townsville) <jeandartnall@hotmail.com>

South Australia

Contact: Jane Oliver <janeoliver@ozemail.com.au>

Tasmania

Contact: None at present

Victorian Branch

ABN 58 867 106 986

Address: PO Box 1006, Caulfield North, VIC 3161

President: Nikki Davis <bookindexing@gmail.com>

Vice President: Terri Mackenzie <terrianne@bigpond.com>

Secretary: Ray Price <sealbook@ozemail.com.au>

Treasurer: Max McMaster <max.mcmaster@masterindexing.com>

Committee members: Iris Bergmann, Jane Purton, Mary Russell and Bernadette Vaughan

Western Australia

Contact: Linda McNamara <linda.mcnamara@bigpond.com>

NSW Branch social lunch

Bowral, Sunday 11 December, 12.30 pm

NSW Branch is holding an end of year informal get-together. Everyone (and their spouses or partners) is welcome to lunch at Sue Flaxman's house in Bowral.

RSVP to Sue at <sueflaxman@bigpond.com> or 0423 197 044 by Friday 2 December.

Lunch provided but please BYO drinks.

Spouses/partners are also welcome.

Bowral is accessible by train, but we will need to pick you up from the station so please let us know if you are coming by train. If you are coming by car, the journey should take about an hour and a half from the CBD – Sue will provide directions when you RSVP.

This will be a great opportunity to network and generally catch up with each other and what has been happening in our indexing world.

We hope to see you there!

Mary Coe

Indexing Indaba



Relying on the Cloud: A rogue archivist's warning

Filmmaker and self-described 'rogue archivist' Jason Scott says that he has 'learned, over time, that there's places you call yourself an 'archivist' and places not to, and a room full of archivists who spent a lot of time and money on degrees and training is not one of those places.' Scott is the founder of Archive Team, 'a loose collective of rogue archivists, programmers, writers and loudmouths dedicated to saving our digital heritage.'

In mid 2009, Yahoo! announced the impending shutdown of its web hosting service GeoCities, which prompted *Time* writer Dan Fletcher to make this comment: '[Yahoo!] found the way to destroy the most massive amount of history in the shortest amount of time with absolutely no recourse.' While the early personal web pages on GeoCities might appear amateurish by today's standards, Scott believed emphatically in saving them. The service captured the very early days of the world wide web, when design was still hampered by the limitations of dial up connections, when users created online homes in themed 'neighbourhoods' with quaint names such as EnchantedForest, and when spam was yet to raise its ugly head, meaning that guestbooks and email addresses were freely published.

It was not only the loss of the internet's early history that Scott was concerned about, but also, what happened to the digital legacies of the people that used GeoCities. He was particularly moved by one user who had created a memorial site for her son who had died fifteen years before. So he and his supporters set about 'scraping' as many GeoCities pages as they could, and created a 641-gigabyte archive that initially circulated on file-sharing networks before it was reposted at reocities.com.

GeoCities was only the start and Scott's burning passion for preservation continues today in several other projects. His efforts have not gone unnoticed, including undoubtedly by a few 'real' archivists. Among those keeping an eye on him is Sumit Paul-Choudhury, editor of *New Scientist*, who has a particular interest in digital legacy and what it means for sociologists and archaeologists of the future. Paul-Choudhury points out that in 2010, two thirds of the American population stored personal data about themselves on a remote server in the Cloud and about half engaged in social networking.

In his words: 'The fate of GeoCities is relevant because the odds are that more sites will go the same way. History shows that even the most prominent technology companies can be rapidly overtaken by competitors or deserted by customers: think of IBM or Microsoft. Companies like Facebook provide you with free services

and storage on their servers. In exchange, they track your online activities and sell advertising against the personal information you provide. But one day they may choose - or be forced - to look for new ways to make money. Those might not involve hosting pictures of your cat.'

You can read more about Jason Scott's activities and concerns about the Cloud at: <<http://ascii.textfiles.com/archives/3029>> (Be warned if you are easily offended by some language.) Sumit Paul-Choudhury's articles on digital legacy can be found at: <www.newscientist.com/special/digital-legacy>.

Philology fun

Words are but the vague shadows of the volumes we mean. Little audible links, they are, chaining together great inaudible feelings and purposes. ~Theodore Dreiser, 1900.

Those who read Simon Winchester's *The Surgeon of Crowthorne* and marvelled at the diligence of the earliest contributors to the Oxford English Dictionary, will love Google's NGram Viewer. This tool allows you to instantly produce graphical representations of word and phrase usage in a corpus of books across selected years. Have fun with it at: <<http://books.google.com/ngrams/info>>. Oh, and don't forget to spare a thought for the efforts of the good surgeon, Dr W C Minor, and others like him who had to painstaking read and record thousands of words in order to establish their usage and thus ensure them a place in the dictionary.

And a Wordle challenge...

Try as I might, Wordle will not put SI into my word cloud! You may have better luck at <Wordle.net>.



2012 – The National Year of Reading

There's a rather cute YouTube video doing the rounds at the moment. Entitled 'Baby Thinks a Magazine is a Broken iPad!', it shows a bewildered one-year-old attempting to apply her touchscreen skills to a print magazine. The parent who made this video believes that Steve Jobs has coded part of her daughter's OS, and while there's probably some truth in this, it hopefully doesn't mean that this little one has been missing out on some of those great children's boardbooks out there.

(continued on next page)

(Indexing Indaba, continued from previous page)

While it's easy to marvel at the technology used for reading these days, it's useless without literacy skills. It might come as a surprise to hear that 46 percent of the Australian population does not have the most basic literacy skills required for everyday life and work. Almost half of the population struggles to read a newspaper; follow a recipe; make sense of timetables, or understand the instructions on a medicine bottle. Concern for this situation has led to Australian libraries and library associations, in partnership with a number of other organisations as well as the public, getting behind a campaign to make 2012 the National Year of Reading.

Currently a search is underway for eight books, one written in each of the states and territories that together will paint a picture of the Australian people and land. An independent panel of readers has come up with a shortlist of six titles for each state and territory, and members of the public are being encouraged to vote for the book they believe best represents their part of the country. These include both fiction and non-fiction titles. The eight winning books will form the National Year of Reading Collection, and will be announced at the launch of the campaign on 14 February 2012.

You can find out more and keep up to date by going to: <www.love2read.org.au/>.

ANZSI member honoured

Congratulations to Diana Phoenix who has been honoured with a Merit Award from the Royal Historical Society of Victoria. The following item appeared in the September/October 2011 issue of the Society's newsletter:

'Diana Phoenix began volunteering with the RHSV in 1997. Her original assignment was with the conversion of the library's catalogue to electronic format. Diana's keen eye, attention to detail and patience ensured that she very quickly became a key member of the team. In the intervening years she has worked with the Society's images collection indexing and cataloguing many thousands of items. Diana has a comprehensive knowledge of Melbourne and its history and as a local historian has been able and willing to assist with a large range of inquiries. For the past twelve months Diana has taken charge of the Society's archives. The archives present a number of challenges and Diana has been meticulous in her record keeping, diligent and thorough in her investigations of missing records and all the time maintains an enthusiasm for the task and a willingness to liaise with her colleagues. Diana is a team player who generously shares her skills and knowledge to the benefit of the Society.'

Nikki Davis

When the back of the book matters most.

CINDEX™
for professional indexers

"CINDEX easily takes care of the time-consuming details freeing me to concentrate on the interesting bits."

Alan Walker - Honorary Life Member of the Australian and New Zealand Society of Indexers, twice winner of the Society's medal for an outstanding index



Download your FREE demo version and find out all you need to know at

www.indexres.com

Student and Publishers' Editions are available. Please contact us to find out how these might best suit your needs

CINDEX™ is proudly developed and supported by

Indexing Research

technical or sales enquiries please email:
info@indexres.com

Victorian Branch Annual Report, July 2010 – June 2011

President's address

Good evening fellow indexers and friends, welcome to the 2011 Annual General Meeting. Thank you for coming tonight to enjoy a lovely dinner and the company of your fellow members. Membership hovers around 80 in our branch, which includes members from the Northern Territory, South Australia and Tasmania. Last year we had 87 members so it is time to mobilise the press gang.

As you know, our branch is a very active one and this year has been no exception. I shall now give a brief account of the year's activities.

Training

This year the Victorian branch conducted nine courses; two each of Basic Book Indexing Parts 1 and 2, Basic Book Indexing Part 3 Peer Review, a Database Indexing Workshop, thesaurus construction, annual reports, and embedded indexing. Thanks go to the teachers, Max McMaster and Mary Russell who provided first class tuition.

Max McMaster and Mary Russell compiled a booklet entitled *Indexing your annual report*, the content of which was influenced in part by the efforts of the annual report peer review participants. The booklet was released on 1 August and is available in both print and PDF from the ANZSI web site. It is hoped that companies, in addition to indexers, make use of the booklet in order to improve their often inadequate indexes.

Events and activities

We have enjoyed a wide variety of activities during the past twelve months.

The Victorian Indexing Club (The VIC) which is held on the first Wednesday of each month at the Trinity Church Hall in Kew is into its second year and has proved a great success.

A clinic wherein members may discuss indexing problems precedes a talk on an aspect of indexing. This year the subjects have included the Argus project, a couple of show and tells, and the indexing of Christmas cards, nursery rhymes, wine, and art. We also ran our second annual report challenge and visited the Museum of Victoria, the MCG and 3MBS. Clinics are generally rounded off with dinner at La Q which was also the venue for our festive get together.

I would like to thank all the speakers, both ANZSI members and guests, for all their hard work in creating such a range of very interesting talks.

Promotion

The Victorian branch is working hard to promote the value of indexing to a range of associated groups and societies. Bookmarks continue to promote the Society from distribution points such as The Wheeler

Centre. 2011 Conference bookmarks were distributed to CSI members in China and to delegates at the SI conference in Middelburg, and are now at large in South Africa and New Zealand. An additional 500 bookmarks were printed; half went to members for circulation while the rest were carried to the ASI and Canadian conferences by Mary Coe and Max McMaster.

Victorian Branch Constitution

The Constitution is being updated. Amendments include matters relating to the name of the Society, discipline issues, disputes and mediation, tenure of office, definitions of terms used in the Constitution, branch operations and financial statements.

2011 ANZSI Conference

The Victorian branch committee has been busy this year organising the ANZSI conference, **Indexing see Change**, which took place recently from 12 to 14 September at the Brighton Savoy, Brighton. Although numbers were down it was a very enjoyable and informative three days; one may well have termed it a 'boutique conference'.

Victorian branch committee

I would like to thank the committee members for all their hard work during the past year.

Alan Eddy (Vice-President), Bernadette Vaughan, Margaret Findlay, Mary Russell, Max MacMaster (Treasurer), Nikki Davis (Secretary), Terri Mackenzie and Ray Price have been very generous with their time and energy, and this has without a doubt helped to make all our ventures such a success. With committee and conference get-togethers we attended twice the number of meetings this year, and everyone fronted up cheerfully. The success of the conference was entirely due to the hard work and dedication of the committee. I would like to also thank Hugh McMaster for the beautiful design he created for the conference bookmarks.

I would also like to thank Margaret Findlay, Max McMaster and Nikki Davis for their generosity in making their houses available for our meetings.

Thank you to all our members for without you we would not have a branch. Thanks must also go the partners and friends of members who attend events and dinners, and add much gloss to our company.

We have had a great year. Thank you.

Jane Purton

Style Council Symposium

Saturday 10 September, Sydney.

Despite unanimity of belief in the writing and publishing community that a seventh edition of the Style Manual is long overdue, it is still a distant dream.

In the first session of this very stimulating day, entitled 'Changing Contexts for the Style Manual', Emeritus Professor Pam Peters outlined the societal changes reflected in the various editions leading up to the present: citizenship of Aborigines, decimal currency and metrification, non-discriminatory language and electronic communication were all present. What started out as a house-style guide for Australian Government Departments extended in reach to state governments, newspapers, publishers (especially of local textbooks) and corporate report writers. Ironically, it was later revealed, there has been a decline in uptake by the government departments.

As more people took to the internet, the handling of information became routinely electronic, with content 'detachable' and able to be reformed. Social democratisation led to recognition that informality is more appropriate in some contexts and not necessarily non-standard. The Style Guide became, perforce, more descriptive than proscriptive.

The challenge for the future is the internationalised contexts for Australian publications. What is Australian style (reference was made to the questionnaire in Australian Style 2008-9) and how much should we conform to international 'norms'?

Next, Loma Snooks outlined the processes the team of ten, in the first outsourcing of the manual after the disbanding of the AGPS, followed in a constantly changing environment. The initial contract was for a short, electronic version and a lengthier printed manual. Sadly, due to an 18 per cent expansion in content overall and a corresponding shortfall in funds, the electronic version was dropped.

The end product, though, was a quantum leap in content and design. Twenty-six chapters were completed in two years - a major achievement.

David Whitbread demonstrated how design preparations for the online edition had paved the way for very clear signposting now evident in the manual. His mock-up of the 'StyleManualWebsite' included hyperlinked cross-references and drop-down menus, as well as icons for images, sound and video files. The potential is there for the inclusion of tools, and links to helpful YouTube videos on such topics as offset printing and binding. The increase in the use of hand-held devices to access the internet has implications for future image size. It was exciting but a little sad - someone compared it to a ghost story, or an unborn twin. The need for an online version was understood back in 1998.

Audience members raised the possibility of having only an online version, or involving a university with its own press (e.g. UNSW) or a publishing house? But copyright restrictions, loss of credibility and traditional links were cited. As a new edition would be three to four years in the pipeline, the frustration was palpable. Then Neil James put forward a motion that a working group be formed to approach the government with a proposal for publication of the 7th edition. Anyone interested should contact him.

In 'New frontiers for communicators and educators', after morning tea, Judith Knighton discussed the role of the editor as a 'transliterate scribe'. In connecting writers to audiences it will be more important than ever to select, interpret and structure to deliver context to readers - whatever it takes to get the message through. Prose literacy is in decline - just under 50 per cent of people in this country (and New Zealand) are functioning, or not, at a level of literacy below the basic minimum for a knowledge economy. Their needs will have to be met, and the future is not only in prose form.

Jennifer Blunden clarified the role of punctuation since the push in the 1980s to reduce its use. An informal survey of preferences she conducted among different age groups revealed a widespread preference for 'less' and 'lower case'. However, though it is less used, whether for reasons of OH&S, social democracy or 'cool', people can still be angry and proscriptive about it. The spontaneous use of punctuation in social media as a rich semiotic resource is certainly interesting and the whole area is crying out for research.

When William Laing described the failure of polls to predict victory for the conservatives in Britain as an example of the 'shy Tory syndrome', it was understood that polls and questionnaires can waste enormous amounts of time and money if they are not properly edited. People with years of experience and expertise in their fields may not be able to construct questionnaires which elicit useful answers, and there is always difficulty in translating a written survey to one conducted using speech. Examples were hilarious, if not alarming: Which of the following corresponds to your marijuana or hashish-smoking status? Sensitive questions need introduction, and sometimes a de-brief, but essentially bad questions should be changed. Associate Professor Juliet Richters was unable to attend.

Susan McKerihan took one side of the 'Benchmarks in Plain English' panel and Howard Warner the other. She convincingly argued for structure of the document as a whole, as well as the language used, to achieve optimal understanding in the reader's mind. Many of the methods described may be too generic. It is important to examine the 'big picture' first: if the structure is right, the other problems recede. The Plain English movement has been around for a while now - how is it that people still experience so much difficulty in conveying their

(continued on next page)

(Style Council Symposium, continued from previous page)

meaning? Howard Warner described the humble sentence as the biggest hurdle for writers as well as readers. He provided five basic sentence-level solutions:

- Use more full-stops
- Reduce 'linkers'
- Use real subjects and strong verbs
- Prefer single, direct words to wordy phrases
- Simplify lists

Finally, there was the exhilarating Public Forum on changing usage: which of the mass media has the greatest impact on the English language – as the clearinghouse of English language? Julian Burnside (for newspapers), David Astle (for broadcast media, and TV in particular) and Kate Burridge (for social media) in turn prodded the audience with examples from which we could not run. Standard English, we were reminded, must be departed from in order to define each new generation. Funnily,

'lingo' was one of Samuel Johnson's 'lubricious barbarisms'. However, social media has given non-standard varieties a new respectability. I found myself awestruck by David Astle's dazzling bon mots but I will leave the readership to view the broadcast of this part of the event on Sunday 30 October at 1.00 pm on ABC News 24 to see which panellist the Chair, Alan Sunderland, considered won the vote. A recording of the Forum was broadcast on 23 October and can be found at <www.abc.net.au/radionational/programs/bigideas/are-the-mass-media-the-clearing-houses-of-english/3592934>.

Carole Dent

Carole's attendance at the Style Council Symposium was sponsored by the ANZSI NSW Branch. NSW Branch offers sponsorship to encourage members to attend events run by related professional groups. Please see our website for further details: <http://www.anzsi.org/site/nsw.asp>.

News from New Zealand Branch

The New Zealand Branch has a new president, Julie Daymond-King, who was elected at the Branch's AGM in Wellington on 29 October.



She has been a member of ANZSI for five years and was the Branch's secretary for the past two years.

She lives near Helensville, 50 km north of Auckland (now officially in the new Auckland 'supercity', and her road has just been sealed for the first time!)

Julie has experience as a freelancer in both back-of-book and database indexing. Her largest project has been indexing the New Zealand content in the *NZ Woman's Weekly* from its first issue in December 1932 through to January 1951. The index was first published on CD-ROM and then licensed to an online database service, *The Knowledge Basket*.

Julie is currently working on this again and is now well into the 1950s. She also writes a small weekly column for the magazine about its historical material.

Julie writes, 'Season's greetings to all Society members. At the New Zealand AGM, as incoming President, I read the poem entitled *Indexing* to the meeting, written by our established poet Anna Jackson. It went down well with the audience (who know that there are only two degrees of separation between any people in this country) and it

was suggested we should all be able to read it, as possibly the only poem on the subject so dear to our hearts.

'Accordingly I have obtained permission from Auckland University Press to reprint this piece from Anna's collection, *Thicket 2011*. Many thanks AUP.

Best wishes to all for 2012.

Julie Daymond-King

Indexing

And then it is all over, and we leave life behind
like a daytime movie, emerging dazzled –

it is so much clearer now, so much brighter!
(Not so much story, of course, but still.)

All over! Except for the indexing:
and though no one believes judgement depends on it,

still we labour to do it right.
You index achievements, I index my dreams –

bears, 3.4.1971, 21:19; 6.4.1971, 23:45; 11.10.1971,
21:38–44; 1.1.1972, 1:22 etc.

birds, 7.4.1971, 21:48–49; 13.5.1973, 23:40; 6.10.1982,
22:10; 12.6.1984, 22:11; 14.10.1995, 02:40; and
brothers, 12.12.1990, 06:40; 11.05.2010, 03:13

But perhaps it is our appearances
in others' indexes that count.

Well, I am in your index,
and you are in mine.

Anna Jackson

For many years, when your Editor was first appointed to this newsletter, Glenda Browne wrote a regular column called 'From the literature and other thoughts'. When she turned her pen to other 'other thoughts', her place was ably filled by Nikki Davis with 'Indexing Indaba' and Jane Purton with 'Indexing degustation'. From the archives, here is an early 'From the literature', first printed in the November/December 2004 issue of the newsletter and still relevant reading today. (Glenda's photo is from a 2008 column, the earliest I could find in my files.)

From the literature and other thoughts

The Cambridge Guide to English Usage, Pam Peters.

Port Melbourne, Victoria: Cambridge University Press, 2004, 608 p. 575 hardback ISBN 052162181X



Pam Peters is the Director of the Dictionary Research Centre and of the Graduate Program in Editing and Publishing at Macquarie University. She wrote six chapters of the Style Manual (John Wiley, 2002).

Her book contains a mixture of topics such as indexing as well as discussions of specific words or parts of words (e.g. 'Croatia', 'cross-', 'crummy or crummy', and '-ctic/-xic'). The discussion is based on statistics from databases (corpora) of written and spoken English – it is therefore descriptive (telling us what happens) rather than prescriptive (telling us what we should do).

There are nine appendixes including a perpetual calendar, proofreading marks, and formats for letters, memos and email.

Indexing

There is half a page on indexing, starting with the need for an index 'for almost any nonfiction book whose material is not already presented in alphabetical order'.

The *Guide* itself is arranged alphabetically and doesn't have an index. This *almost* works, but there are not quite enough cross-references within the text. For example, there is no reference from 'conjunctions and conjuncts' to 'zero conjunction', and there is no direct reference from 'indexing' to the entry 'Mac or Mc' where there is a substantial section on 'Indexing names with Mac and Mc' (there is an indirect chain via 'alphabetical order'). There is also no reference from 'titles' to 'names' (which has a section 'Titles and names') although again there is a circuitous route via the entry 'forms of address'. Pam Peters briefly mentions the location and type size of indexes, the use of specialised indexes (eg of names) and the selection of index terms.

She describes index entries being set 'broken off' or 'run in' (American) or 'run on' (British). I have never heard the phrase 'broken off', and it is not in the indexes to Mulvany's *Indexing Books* (which uses 'indented style') or Wellisch's *Indexing from A to Z* (first edition) which has a reference 'indented style of subheadings see line-by-line style'. The AS/NZS 999:1999 standard (based on

ISO 999:1996) has the heading 'Set-out (indented) style versus run-on (paragraph) style for layout'.

There is also content relevant to indexers under 'numbers and number style', where the content on spans of numbers seems to be derived from style guides rather than the database, and under 'alphabetical order' (or should that be alphabetic? – see '-ic/-ical').

The five page bibliography does not include the three current standard indexing textbooks, but does include *Indexing, the art of* by G Norman Knight (1979) which is now out of print. The URL of one of the society of indexers' websites would have been a useful addition.

Plurals

A good example of the background given in the discussion of language choices is the plural form of 'thesaurus'. The section headed 'thesaurus' notes that British writers prefer 'thesauri' while American writers prefer 'thesauruses'. The more general '-us' section describes four categories of words ending in 'us', and the different endings they require (thesaurus is a Greek noun so both the 'i' and 'uses' endings are acceptable).

Should you buy it?

Does an indexer need this book? If you work on multi-authored works without centralised editorial control, and need to make stylistic decisions about word forms (particularly hyphenation), you will find this book useful. The distinctions between usage in different countries could also be relevant (the book is international in scope).

There are many topics of general interest including Australian English, report writing, and emoticons (including Asian emoticons, which work in the vertical plane, e.g. (^_^) as a smiley and (Y_Y) for crying).

Most indexers will enjoy dipping into this book for its background information on the way the English language works, and will find it enhances their use of language within indexes.

Glenda Browne

Thinking about words

Thoughts around Christmas

'Twas the night before Christmas, when all through the house
Not a creature was stirring, not even a mouse ...

A visit from St Nicholas, by Clement Clarke Moore

A timely piece from your editor, but once again put in reluctantly as a filler because you, dear readers, haven't sent in enough 'indexing' material to fill the newsletter. However, here we are approaching another Christmas, and looking back I am amazed to see that I have been producing your newsletter for just over seven years. Not a bad record, so perhaps I am entitled to a little self-indulgence.

The essay that follows was first printed in *The Canberra Editor* in November 2005.

There are still 56 nights before Christmas as I write this, and all through the shopping malls there is a mighty stirring – indeed, the fruit mince tarts are already on the supermarket shelves. Religious festival or shopping spree?

'Christmas' obviously means 'Christ's mass', in Old English *Cristes mæsse*, although the word 'Christmas' doesn't seem to crop up in English with anything like its current spelling until the 14th century. But why do we celebrate Christmas as His birthday on the 25th day of December?

Modern theological or historical thinking doesn't equate any particular day with Christ's actual birthday, although the year seems pretty certain. My old bible, published in 1861, has the dates of every event from the Creation (BC 4004) to the Revelation (AD 96). Christ's birth is given in 'The Fourth Year before the Common Account called Anno Domini'. Modern scholarship would agree – the latest Encyclopaedia Britannica says 4–6 BCE ('Before the Common Era'), which is a little less paradoxical than calling it 4 BC.

The early Christian community distinguished between the (presumed? unknown?) date of Christ's birth and the date on which it was celebrated. (A modern secular parallel might be the holiday for the Queen's birthday that we enjoy in mid-June, although Elizabeth II was actually born on 12 April.) In fact, the early Christians were rather against celebrating their saints' and martyrs' birthdays, unless the true dates were known.

So why 25 December? Remember that the calendar was originally based not just on the cosmic influences, the phases of the moon and the solar equinoxes and solstices, but also on the seasons of nature that determine

agricultural practice: sowing and reaping. Also the early Christian calendar inevitably had much in common with the Jewish calendar, with Sabbath, fast and feast based on the Old Testament. In the northern hemisphere the spring equinox was seen as the time of creation and new growth, and in the 3rd century, when many of the key dates in the Christian calendar were being established, the spring equinox was celebrated on 25 March. What was more logical therefore than to place Christ's conception on that date, and His birth nine months later on 25 December? But sometimes His birthday was celebrated on the presumed date of His baptism, 6 January.

Another view is that the feast of Christ's nativity was instituted in Rome as a Christian rival to the pagan festival of the unconquered sun at the winter solstice. Indeed, there may be many strands of tradition involved. The Roman festival of Saturnalia on 17 December brought in the merry-making and exchange of presents. From old Germanic midwinter celebrations we later find the Yule log and decorations with evergreens. And that word Yule comes from the Germanic *Jöl* or the Anglo-Saxon *geöl*, again a pagan feast of the winter solstice lasting twelve days – another possible source for the twelve days of Christmas ...

Other languages emphasise the aspect of the nativity: the French *noel*, Italian *Natale*, Spanish *Navidad*. The German *Weihnachten* means hallowed night. But our word *Nowell*, as in the carol 'The first nowell the angel did say', was a cry of joy that feasters would shout in celebration of Christ's birth.

If we adopted the Christmas tree from the Germans (*O Tannenbaum* ...), we took on Santa Claus from the Dutch. Their *Sint Klaas*, or dialect *Sante Klaas*, was enthusiastically adopted by the Americans in the mid-19th century and soon spread to the rest of the world. The 'real' Saint Nicholas lived in Turkey in the 4th century and is credited with

giving dowries to three poor girls to save them from prostitution. Less probably, he also restored to life three boys who had been chopped up by a butcher and put into a tub of brine. His feast day is 6 December and in some countries children receive presents then. His image, as the jolly fellow with the white whiskers, comes from the poem whose opening lines are quoted above:

(continued on next page)



(Thoughts around Christmas, continued from previous page)

... His eyes how they twinkled! His dimples how merry!
His cheeks were like roses, his nose like a cherry;
His droll little mouth was drawn up in a bow,
And the beard on his chin was as white as the snow ...
... He had a broad face and a little round belly
That shook when he laughed, like a bowl full of jelly.

This description inspired the cartoonist Thomas Nast to draw and paint Santa in various situations (including a visit to soldiers in the Civil War!) for Harpers Weekly over a couple of decades from 1863. One of his drawings, from towards the end of his run, is given below left. Half a century later Haddon Sundblum immortalised Santa in Coca Cola ads, starting in 1931 and continuing for the next 35 years, establishing his image for all time (and firmly cementing the link between Christmas and consumerism ...). It's a pity you can't all see the gorgeous reds!



If you have been very good all year, you can write to him at Santa Claus, Arctic Circle, 96930 Rovaniemi, Finland. Each year, Santa gets hundreds of thousands of letters from 150 countries all over the world. The children in Great Britain, Poland and Japan are the busiest writers. He tries to answer letters from foreign countries, if the writer requests a reply. But even if you didn't behave quite well enough, you can still look at his website at <www.santaclauslive.com/main.php?kieli=eng>.

And what better way to finish these thoughts than with the last line of Clement Clarke Moore's poem, which I now wish you:

'Happy Christmas to all, and to all a good night.'

Peter Judge

Sources: Encyclopaedia Britannica 2006 Ultimate Reference Suite on DVD and the Oxford English Dictionary on CD-ROM. Thomas Nast's drawing of 'Merry Old Santa Claus', published in Harper's Weekly, 1 January, 1881, was found in <stnicholas.kids.us/Brix?pageID=35> and the Coca Cola Santa Claus from 1939, painted by Haddon Sundblum, was in <<http://coca-cola-art.com/2008/11/25/coca-cola-christmas-santa-claus-haddon-sundblom/>>.

And here, in full, is the poem that Clement Clarke Moore wrote for his children and first published in 1823 ...

A visit from St Nicholas

'Twas the night before Christmas, when all thro' the house
Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would be there;
The children were nestled all snug in their beds,
While visions of sugar plums danc'd in their heads,
And Mama in her 'kerchief, and I in my cap,
Had just settled our brains for a long winter's nap –
When out on the lawn there arose such a clatter,
I sprang from the bed to see what was the matter.
Away to the window I flew like a flash,
Tore open the shutters, and threw up the sash.
The moon on the breast of the new fallen snow,
Gave the lustre of mid-day to objects below;
When, what to my wondering eyes should appear,
But a miniature sleigh, and eight tiny reindeer,
With a little old driver, so lively and quick,
I knew in a moment it must be St. Nick.
More rapid than eagles his coursers they came,
And he whistled, and shouted, and call'd them by name:
"Now! Dasher, now! Dancer, now! Prancer and Vixen,
On! Comet, on! Cupid, on! Donder and Blitzen";
To the top of the porch! To the top of the wall!
"Now dash away! Dash away! Dash away all!"
As dry leaves before the wild hurricane fly,
When they meet with an obstacle, mount to the sky;
So up to the house-top the coursers they flew,
With the sleigh full of toys – and St. Nicholas too:
And then in a twinkling, I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head, and was turning around,
Down the chimney St. Nicholas came with a bound:
He was dress'd all in fur, from his head to his foot,
And his clothes were all tarnish'd with ashes and soot;
A bundle of toys was flung on his back,
And he look'd like a peddler just opening his pack:
His eyes – how they twinkled! His dimples: how merry,
His cheeks were like roses, his nose like a cherry;
His droll little mouth was drawn up like a bow,
And the beard of his chin was as white as the snow;
The stump of a pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath.
He had a broad face, and a little round belly
That shook when he laugh'd, like a bowl full of jelly:
He was chubby and plump, a right jolly old elf,
And I laugh'd when I saw him in spite of myself;
A wink of his eye and a twist of his head
Soon gave me to know I had nothing to dread.
He spoke not a word, but went straight to his work,
And fill'd all the stockings; then turn'd with a jerk,
And laying his finger aside of his nose
And giving a nod, up the chimney he rose.
He sprang to his sleigh, to his team gave a whistle,
And away they all flew, like the down of a thistle:
But I heard him exclaim, ere he drove out of sight –
Happy Christmas to all, and to all a good night.

Clement Clark Moore

Branch events

Date and time	Organiser	Name of activity	Venue	Contact details
Wed 7 Dec 6.00 pm	Vic Branch	The VIC Festive recipes	Holy Trinity Anglican Church Hall, Kew	Details at < www.anzsi.org/site/calendar_details.asp?id=230 >
Sun 11 Dec	NSW Branch	Social lunch	Sue Flaxman's house, Bowral	See page 2. Details at < www.anzsi.org/site/calendar_details.asp?id=232 >
Wed 1 Feb 6.00 pm.	Vic Branch	The VIC Indexing Letters	Holy Trinity Anglican Church Hall, Kew	Details at < www.anzsi.org/site/calendar_details.asp?id=236 >

IN THIS ISSUE

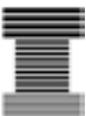
ANZSI News	1
Renewal of annual membership subscriptions	1
ANZSI Newsletter	2
ANZSI Contacts December 2011	2
NSW Branch social lunch	3
Indexing Indaba	4
Victorian Branch Annual Report	6
Style Council Symposium	7
News from New Zealand Branch	8
The Cambridge Guide to English Usage (review)	9
Thoughts around Christmas	10
A visit from St Nicholas	11
Branch events	8
The <i>ANZSI Newsletter</i> and its schedule	8

ANZSI Newsletter

Published by the
Australian and New Zealand Society of Indexers Inc.
PO Box 5062, Glenferrie South, VIC 3122, Australia
© Australian and New Zealand Society of Indexers Inc.
ISSN 1832-3855
Opinions and statements expressed in the newsletter are
those of the author.

Newsletter schedule

The next Newsletter will appear in February 2012.
The submission deadline is Friday, 27 January.
The editor welcomes contributions submitted by email to
<peter.judge@bigpond.com>



**Australian and New Zealand
Society of Indexers Inc.**
PO Box 5062, Glenferrie South, VIC 3122, Australia

Postage
paid