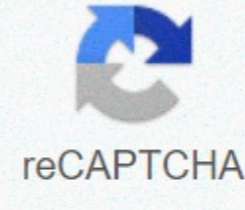




I'm not robot



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Words to 7 years

Pilotfish is hired to set up an intranet for this production company, and there's one critical claim he's given when he takes the job: He can't name it by his name. I was told to under no circumstances ever call it an intranet, the fish says. I was told to call it I-Web. It turns out that one of the family members who ran the site was a bit technologically ignorant, on top of being very paranoid. When the head of IT suggested that we develop an intranet, she went ballistic, making it known aloud in a voice that the Internet would never be allowed! Why, all that, all that subversion, all these hackers! The boss tried to explain that the intranet is not the same as the Internet, but it just got her more excited. So, after a few months passed, he again approached her with the idea of an exciting new technology called I-Web. This time she was 100 percent on board with it – because it wasn't the Internet. As deck with Sharky. Send me your true tales of IT life sharky@computerworld.com. You snag a snazzy Shark shirt every time I use one. Add your comments below, and read some great old tales of Sharkives. Get your daily dose out-takes from the IT theater nonsense delivered directly to your inbox. Subscribe now to the Daily Shark Newsletter. Copyright © 2016 IDG Communications, Inc. Not long ago, Comstock, 46, operated the commercial for General Electric; we have to thank her for ekomagination. She moved to the GE NBC Universal unit 18 months ago, and just got a new gig that combines ad sales and digital media across TV networks, cable channels and a movie studio. Want to stream heroes, read interactive novels, then bid online artwork from the show? Thanks Comstock for all that, too. The television economy used to be simple. Do you understand how to make money today when I can watch 30 Rock pretty much at any time? We understand this much better than we used to do. Digital media allows us to open new windows without the cannibalization you might expect. So, yes, we can offer 30 Rock preview, then on the air, then streaming, then iTunes, then mobile, and then syndication. We've done modeling. Looks like we make more money. How do advertisers count on this new world? Some know what they want, some less. But now, every marketer is doing digital, not because it's fashionable, but because they are. Buying groups have created units called sight, sounds and movements [to work throughout the media]. They expect us to be zero for target consumers: What do we know about them and how do we achieve them? How do your viewing habits change? We had 60 million streams [TV shows] NBC.com. Many of them are repeating viewers. Others are time-shifting. They're site redirection, also with iTunes or phones. And whether it works for your shut. It Need. If consumers control, they how they want to watch. We need to find the right solution. What's next new thing? A more personal expression of [viewers] desire to engage in storytelling. For example, SMS-text to vote on a reality show, or watch heroes and dial a phone number. That stuff is so rudimentary; We'll look back one day and say, We were so cute then! All this means a huge cultural change. How does NBC Universal cope? This room is crazy and chaotic and we are constantly trying to get out of our own way. With success, you get a little more confident. But we still need to be more focused and disciplined. Are you still, as you once said about yourself, frickin impatient ? Yes. And I'm afraid. I constantly scan the landscape. What's next new thing? Who's going to melt it first? This business is hypersensitive like that. You have to pick the path, hold on to it, and feel good about it. Second guessers will end up with more than sores. Our Web team member came across what could be a useful and economical business tool. iDictate is a service that will overwrite documents sent to them by phone or dictation device , think of traditional dictation; document by about 1 cent of a word. They also offer standard transcription services for about 2 cents a word. Most transcription services bill for an hour, so that seems like a pretty good deal – especially with turnover times ranging from 24 minutes to 24 hours. Are any FC Now readers using the service? Every year in December I change my mind the word I want to act as my mantra or guiding principle in the new year. The idea is focused around having a central word or topic to guide your actions or what you want to embrace over the next year. Instead of focusing on New Year's resolutions that don't stick, I'd like to focus on things that help me achieve my goals in a more cautious and holistic way. If I wanted to find more ways to become inspired, maybe I'd choose Inspiration as my name of the year. If I was looking for more ways to knock projects out of the park this coming year, maybe I'd choose the name Rockstar.The practice started in 2016 for me when I chose the word purpose as my name of the year. One of the problems of the year before is, while there was no shortage of opportunities, I was accepting each one without thinking about how it affects my workload or bottom line. I might've chosen the word focus as my name, but I chose the goal to remind me to achieve the specific goal I'd set. Every time the opportunity arose in 2016, I considered my name of the year and no matter how tempting it was to say yes, often, I said no. Since then, I have chosen a name, and this coming year it is calm. The word is not a passive or small key, as it can chant. It's meant to remind me not to get caught up from the world and let it distract me from what is important. Several of my friends have asked me how I set my name for a year, and although it's different for everyone, here are five things I believe before my final decision. For many, every year there is a clean slate to accomplish a new set of goals. Last month I shared 20 questions to ask myself that could help set you up to achieve your goals in the new year. This exercise can also help you identify patterns that can lead to your name. Want more money in the new year? Do you want to introduce a new product? If most of your answers point in a certain direction, then choose a word to remind you of what is most important in the new year, and stick to it. Another group of friends get together during the holidays to create their Vision boards. Armed with dozens of magazines and ephemus, they collect images, phrases and words that they want to push over for the new year. Sounds like a reflection exercise, more often than not a pattern appears and your name of the year becomes obvious. Sometimes our name is harder to come by or not so obvious. In this case, brainstorm words that mean something to you or help get you to a place where your mind is less cluttered. Whenever I need to clear my head or need inspiration, I take my dog for a walk or find some green space. I could write down the greens, the dog, the walk, the air, the breathe, the connection, the peace, the calm ... you get a picture. It's a bit of a mind mapping process and thinking through time and space that's important for you to help you discover your name year. Once you come up with a few words, you really like it and feel like they can take you through the year, narrow them down to just five or three words and let them sit with you for a day or a week. Usually when I come up with my name, I just know it's my name. Still, I stay with it for a few days to make sure it reflects what I want to happen in the new year. Sometimes a word, I think, would be one turned into another, albeit similar, one. You should not hurry to come up with your name, but it is important to be wary of the process because the word is meant to help you. For some, simply announcing the name of others helps them own the same. Sounds like people share their phones with others to help them be responsible by sharing their name year with friends and family lets them know what is most important to you in the new year, and they can even help you achieve it. What better way to start season-end lists than to be notified of the word What better way to start season-end listings than to be the announcement of word of the year with a team of lexicographers, editors and marketing experts at the Oxford American Dictionary? From the list of eight trendy, culturally words like superstorm, super PAC, PAC, Higgs boson, OAD name GIF your name year. Pronounced jif, GIF (short graphics interchange format) is a compressed file format for images that creates a simple, looping image. GIFs have been around for more than two decades, but like so many other relics of the '80s, GIF has never been trendier, says Katherine Martin, head of the U.S. dictionary program at Oxford University Press USA. I recently wrote about an app that creates GIFs, and here are one of my new favorite GIF sites. (GIF via challenger23.tumblr.com) RD.COM Knowledge Grammar & SpellingDo do you wear fast fashion and hate humblebragging? These terms did not exist until a year ago until the Merriam-Webster Dictionary made them official, as well as these other ridiculous phrases. Tatiana Ayazo/Rd.comOften finding social media, humblebrag is boast disguised as self-denial: I'm so nervous about picking up my Nobel Peace Prize, I'll probably trip your way to the podium! The most legitimately used job interviews to answer the dreaded trick question: What is your worst quality? There is no other answer, but humblebrag: I am such a perfectionist, and I work too hard. My boss has to let me go home at night to take a break. (Here are the words never to say in a job interview.) Tatiana Ayazo/Rd.comA snollygoster may sound like Dr. Seuss's character with topknot, but it's actually a wise, unprincipled politician who is just from himself. First popularized by President Truman after World War II and fell into a feeble decades, this colorful insult is almost single-self revived by Fox News host Bill O'Reilly. Tatiana Ayazo/Rd.comFast fashion doesn't necessarily include roller blades, peekaboo clippings, or racing goggles. Instead, it refers to developing a system that produces cheap, trendy clothing for sweatshops that are designed to collapse quickly: the perfect excuse to buy next season's fad. Like fast food, it's cheap, temporary satisfying, but not particularly good for you. These style tricks will make you look instantly expensive, even if you're wearing fast fashion. Tatiana Ayazo/Rd.comHave you are wondering what to name an old star who is imploded under pressure for its gravity to form a white dwarf, neutron star, or black hole? Try to collapse what may seem like a Marvel super villain or an old Arnold Schwarzenegger movie, but really just means a collapsed star. Here's what stargazing looks like on the last wild roads. Tatiana Ayazo / Rd.comEveryone knows about hardcore and software, but what about mumblecore? Lena Dunham's TV show Girls is a great example of this genre, which focuses on the private lives of seriously young slackers who speak a lot but don't understand themselves and, frankly, sometimes don't speak clearly enough for the audience to understand either. Tatiana Ayazo / Rd.comJa you're one of the many fans of pine-interrupted software because of games from PacMan to Carmageddon 2: Carpcocalypse Now, you probably know all about abandonware. For the rest of us, it is a revelation to discover that third-party suppliers are keeping thousands of orphans in the program alive online, enough to justify a new word in the dictionary! (Check out the shocking health benefits of playing video games.) Tatiana Ayazo / Rd.comEachtime it takes a new name, but catch on. Yowza, an exclamation point of surprise or amazement, was first introduced in 1933. It never died, probably because it's just so much fun to say, and this year it's finally made the cut. Tatiana Ayazo/Rd.comWoo woo may remind you of a fore, cheerleaders, or baby talk, but it actually refers to any mystical, paranormal, and usually non-informatic claim, from alien abduction to telekinetic bending spoons. But as Julia Moskin, a New York Times reporter, puts it, One Man is a woo-woo, of course, is another deeply held belief system. Tatiana Ayazo/Rd.comA conlang has nothing to do with three card monte, ponzi schemes, or lost wallet scam. It is an invented language with a real vocabulary and consistent grammar rules. And while conlangs stem from the development of fictional worlds such as Klingon from Star Trek, Elvish of the Lord of the Rings, or most recently, Dothraki from Game of Thrones, these languages have taken to life their own, with thousands of fantasy fans around the world using them in real life. Tatiana Ayazo/Rd.comAnyone older than 110 is a supercentanarian, and we'll probably see that the word more often as a person's life expectancy continues to rise. Is that good or bad? Probably depends on the supercentanarian! Can you pass this longevity test? Originally published: August 09, 2017

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