

Challenge

***Multiculturalism is Designed to
Destroy Western Civilization***

Did You Know?

**All Written English Needs to
be Interpreted by Readers**

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All writing is in a code that needs to be deciphered.

If you don't know the written code you can't decode it.

For example:

สำหรับผู้ที่กำลังรอดอยสิ่งที่จะเปลี่ยนแปลง



That's Thai for:

**“For those who are waiting for
things to change”**

That's not the end of it.

Even if you know the code, you still need to interpret the message so you understand what was intended to be communicated.

Most people are unaware that they must interpret written English and try to understand what the person wrote.

The reason for that is **polysemy**.

Polysemy is the capacity for a word or phrase, and therefore a sentence, to have multiple meanings.

This creates **ambiguity**.

Written statements are **ambiguous** when more than one meaning can be drawn from the text.

How come?

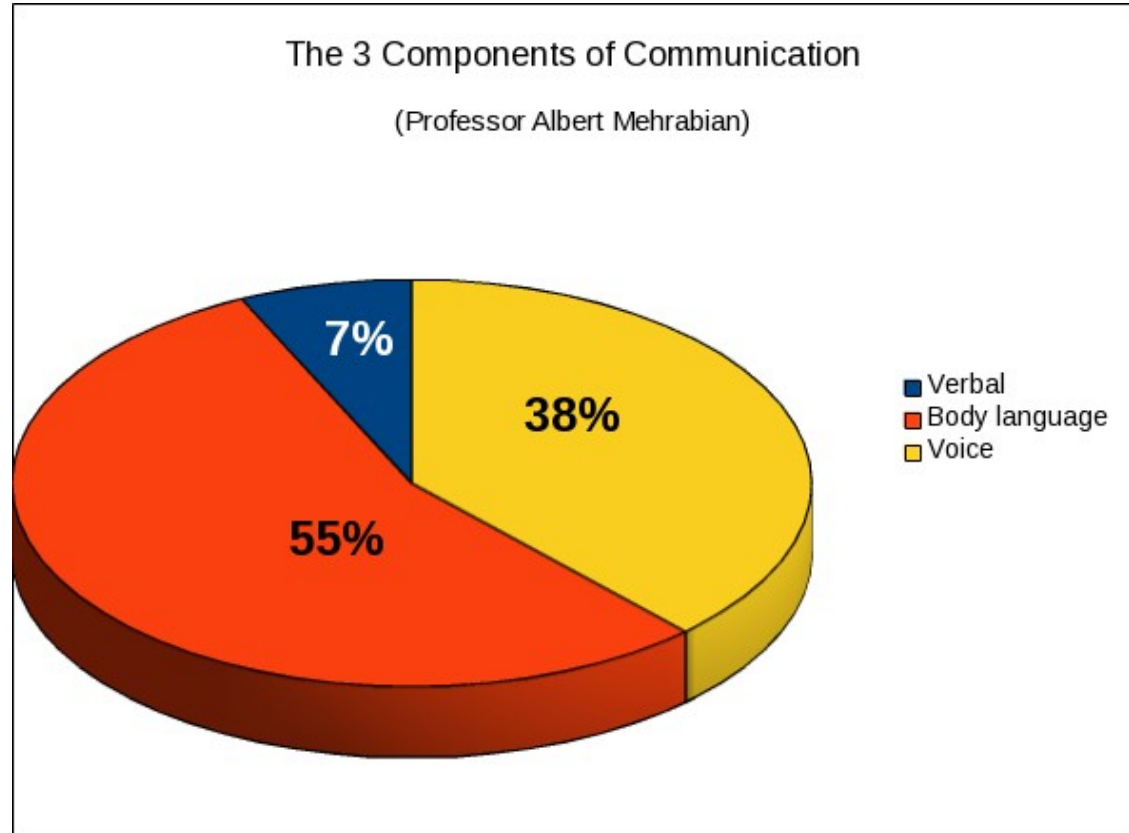
Ambiguity comes from the fact that written English is different to spoken English.

WHY?

With spoken communication only **7%** of the understanding comes from the words themselves.

- ▶ **38%** comes from how it's spoken
- ▶ **55%** comes from body language

Research by
Professor
Albert
Mehrabian



Written English has no 'voice' component
and the reader can't see any body language

That means that reading only conveys 7% of what the writer was trying to communicate

The reader has to guess the other 93% of the message



**This occurs with EVERY
sentence you read in a book,
magazine, newspaper, journal
& even on the Internet**

Good writers of English will try to increase understanding by the grammar and syntax of each sentence.

However, that's not a common writing skill.

Example:

“We sell 100% pure Canadian maple syrup.”

Interpretation: #1

“We guarantee that we sell pure Canadian maple syrup.”

◆ “100%” in vernacular means ‘definitely’ or ‘certainly’.

Interpretation: #2

“Our product only contains maple syrup from Canada.”

◆ The focus of the sentence is on “pure”.

Interpretation: **#3**

“Our maple syrup only contains ingredients from Canada.”

◆ The focus of the sentence is on “Canadian”.

Interpretation: **#4**

“We sell maple syrup that’s made in Canada.”

◆ The focus of the sentence is on “Canadian”.

Interpretation: **#5**

“Our syrup only comes from maple trees grown in Canada.”

◆ The focus of the sentence is on “Canadian maple”.

What should they have written:

“We sell ‘100% pure Canadian maple syrup’.”

Did You Know?

The message they were trying to convey

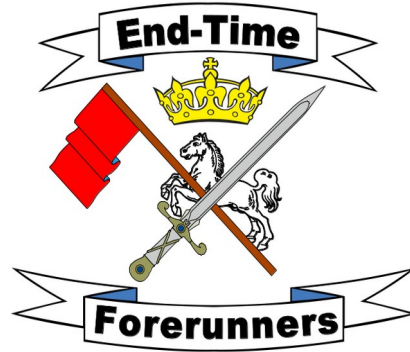


**That's a different message
altogether**

Ambiguity confused our interpretation

**That's exactly what happens
when you try to interpret
scripture written in another
language and then translated
into English**

**Even when you think you can
take a verse at face value,
you may not be getting what
the writer was wanting to
communicate**



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