

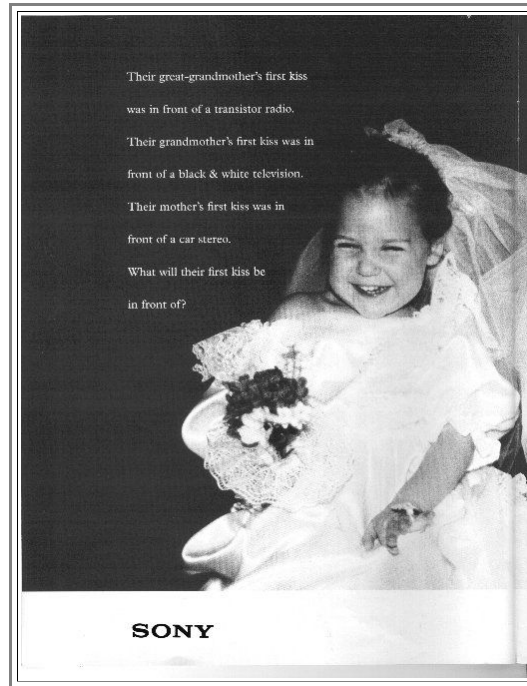
## People forget

### Illustration

People do forget things. But often it is just an excuse for major blunders, used if you simply didn't *know* the issue, didn't feel like *looking it up*, or just plain *guessed*. If you forgot some of the topics needed for the course:

● In engineering, guessing is generally a bad idea. In case of doubt: *Look it up!*

● Your mistakes are potentially dangerous. You will not just make a fool out of yourself like the "creative" genius (In Germany all advertising people call themselves "Kreative") who did the add shown below. I wonder if (s)he ever noticed.



● We do know, of course, that people behind advertising quite generally have a somewhat disturbed relation to the truth. But here we see that they are also very generous when it comes to recent technical history.

● Above, the left part of a two-page add is shown that appeared for quite some time in all major magazine in the **US** (around **1998**). If one assumes that the **SONY** people look at their adds before they are printed, this beauty demonstrates very nicely that the really fundamental human achievements in this century did not make a deep impression on our "creative thinkers".

● The great-grandmother alluded to above lived about **80** years ago, i.e. around **1910 - 1920**. That the quantum theory, the base of transistors was not yet quite invented, must be seen as an irrelevant detail. Unfortunately, however, the transistor itself was not invented before **1947** (by John **Bardeen**, Walter **Brattain** and William **Shockley**) - tough luck! "Transistors", meaning battery powered mobile radios, only hit the market in the sixties. Great-grandma, by the way, did not listen to the radio at all - it didn't exist then.

● Grandmother too, hardly enjoyed her first kiss in front of the black-and-white **TV**. It just barely existed, but not many people could afford it or lived in areas where there was actual broadcasting.

● Mother, that much could be true, may have listened to the stereo in the car while making-out; car radios and stereos did exist about **20 - 30** years back.

● Colour **TV** it appears, was not so impressive as to be mentioned. And vacuum tubes obviously never existed at all in the world of our "creative" geniuses.