

Magn. Reson. Discuss., author comment AC2  
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## Reply on CC1

Florin Teleanu and Paul R. Vasos

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Author comment on "Mechanisms of coherent re-arrangement for long-lived spin order" by Florin Teleanu and Paul R. Vasos, Magn. Reson. Discuss.,  
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Thank you for introducing us to the dialogue stimulated by the bright paper written by **Malcolm Levitt and Christian Bengs**, including some discussions on the names fit for populations and on magnetisation trajectories. In case another impression on these names is of any use, 'singlet polarisation' sounds to us like an induced change in the relative population of the singlet state; it does not imply any magnetism for the singlet configuration, if this is what could have rendered it an oxymoron.

A note: we know quantum systems are altered by observation; it would be intriguing if they were also changed by our choices in names for them. Maybe in light of a recently-heard lecture including observations on Wittgenstein's work, this conversation brings to mind that terms taken in a context, rather than any term *per se*, provide a flexibility that may be important for the survival and evolution of scientific fields.