

**STRICTLY EMBARGOED UNTIL 00.01 HRS  
12 OCTOBER 2006**

## **'BOVVERED': THE WORD OF THE YEAR 2006?**

**This is one of the questions *Countdown's* Susie Dent asks in her new book *The Language Report*, publishing on 12 October 2006 by Oxford University Press.**

### **WORDS OF THE MOMENT**

Do you consider slang really **NANG**? Do you blag your way through your **BLEG**? Does **BOOK-BLURBING**, **OFFLISH**, and **POLITICAL FLIP-FLOPPING** make you want to **JUMP THE COUCH** with Tom Cruise? Or maybe, like Catherine Tate, you're just asking yourself, 'Am I **BOVVERED**?'

How many of the new words captured in 2006 will achieve permanence is anyone's guess: only a tiny percentage of words will ever gain entry into the *Oxford English Dictionary* and the waiting list of words is long. But whatever their chances, each of these coinages reflects today's trends and lifestyles.

### **A YEAR WHEN WAGS ENTERED THE LANGUAGE... CLOSELY FOLLOWED BY THE WAPARAZZI**

Footballers' wives and girlfriends dominated the tabloid and broadsheet newspapers over the summer. Their every move was captured not only by the paparazzi, but also by an increasing number of ordinary people armed with their mobile phone cameras, dubbed **CITIZEN JOURNALISTS** or **WAPARAZZI**. And what can we expect to see from our celebrity **BREDS** in 2007? **ELBOW BUMPING** taking over from **AIR KISSING**? **MANDALS** as well as **MANBAGS**? And yet more **TRUTHINESS** from them all?

### **ARE YOU A YEPIE WHO IS INTO SPEED-FRIENDING AFTER A PERIOD OF HE-TOX?**

The influence of new lifestyle trends on the English language of 2006 is clear: **SPEED-FRIENDING**, **SETJETTING**, **FREECYCLING**, **FLASHPACKING** and **VOLUNTOURISM** are just some of the leisure choices currently available. But finding time for yourself to pursue your dreams may just require a bit of **LIFEHACKING** first...

## **OF BLEGS, SPLOGS, BLOOKS, AND MASHUPS**

Technology has long been one of the greatest sources of new word and phrases, and 2006 has generated a wealth of new online terms: you can **GO VIRAL** to reach thousands of customers with your advert or marketing message, or you can try **SLIVERCASTING** to target a small audience. On the negative side, though, we've also seen an increase in **BLEGGING**, **BITLEGGING**, and **SPLOGGING** (a blend of 'spam' and 'blog').

## **THE RISING STOCK OF BUSINESS-SPEAK**

The business world is a constant generator of both entertaining and enterprising new language, but are you able to decode today's **OFFLISH** jargon? Or do you just feel a bit of a **CHAIRPLUG** when your boss starts talking about **GLIDE PATHS** or **DEFERRED SUCCESS**? If you're not an Alan Sugar – or even a David Brent - then you may just be one of the rising number of urban professionals or **ALTERPRENEURS** who place more importance on their quality of life than on profit-making.

## **AND IS THAT AN ANNA-KOURNIKOVA UP YOUR SLEEVE?**

The deregulation of the gaming industry within the UK, combined with the relentless popularity of the Internet, has brought into the mainstream some of the colourful words that have long been exclusive to the world of gambling. A step on from the art of being **POKER-FACED** is the practice of **HOLLYWOODING** (duping your opponent by giving the impression of defeat while holding a winning hand). As well as a **DEAD MAN'S HAND** did you know you can also hold a **HARRY POTTER** referring to a hand containing a Jack and a King, after J. K. Rowling, or even the more creative **ANNA-KOURNIKOVA**, when an Ace and a King are held (allegedly so-called because it looks a good hand but in fact rarely wins anything)?

*The Language Report* is the indispensable annual update on the English language and is eagerly awaited by word-buffs everywhere. It publishes on 12 October 2006.

**For more information, or to interview *Countdown's* Susie Dent, please contact Juliet Evans on 01865 353911 or email [juliet.evans@oup.com](mailto:juliet.evans@oup.com)**

### **BOVERED: The word of the year**

In November 2005, at the 77<sup>th</sup> Royal Variety Performance in Cardiff, the comedienne Catherine Tate, in the guise of the mouthy teenage character Lauren, asked the Queen: '**Is one bothered?**' The catchphrase needed no explanation: '**Am I bovered?**' (and the follow-up '**Does my face looked bovered?**') had already come to be seen as the perfect expression of a generation of teenagers and their speaking style. Now in 2006 **BOVERED** has begun to take over from 'whatever' as the signature phrase of teens, and to challenge the *Little Britain* catchphrase 'yeah-but-no-but' as the embodiment of couldn't-care-less adolescence.