

The Oxford Dictionary of Catchphrases

Compiled by Anna Farkas

- The term 'catchphrase' dates back to the middle of the nineteenth century
- Etymologically, the idea behind the word is that it 'catches' people's attention
- Sherlock Holmes never actually said 'Elementary, my dear Watson!'
- The *Oxford Dictionary of Catchphrases* explains the origins of over 800 catchphrases, and puts them in their cultural and historical context

Includes:

- *phone a friend and is that your final answer?* (from *Who Wants to Be a Millionaire?*)
- *suits you sir* (from *The Fast Show*)
- *don't mention the war* (from *Fawlty Towers*)
- *go ahead, make my day!* (from *Sudden Impact*)
- *a diamond is forever* (used in De Beers advertising campaigns since 1948)

The entertaining *Oxford Dictionary of Catchphrases* gives a history of a selection of our best-loved catchphrases, paying homage to the human nature of adopting a common bond through language. The book includes catchphrases from TV and radio shows, books, films, songs, and adverts.

The *Oxford Dictionary of Catchphrases* will be published on 24 October 2002 price £14.99 (Hardback).

For more information please contact Claire Turner on 01865 353911 or email turnerc@oup.co.uk