

GIVING THE NEXT MILLENNIUM

As we approach 2000, many folks are distressed by the words and phrases associated with the year change. Patti Kelly of Sault Ste. Marie, Mich. nominated "millennium" for banishment, saying, "Get rid of it *before* it gets overused." Others suggest that the phrase "the next millennium" is already overused, especially in advertising.

110 PERCENT

When considering the salaries paid to professional athletes, many folks may start to expect that extra 10 percent. Mark Terwilliger, LSSU math professor.

TAKE IT TO THE NEXT LEVEL

"As in, 'If we increase our focus and intensity, we can take it to the next level.' This has seeped out of the mouths of coaches and athletes and crept into the parlance of too many sportscasters and writers." Jeff Karoub, Flint, Mich.

Michele Mooney, Los Angeles, sent many examples of the overuse of "ever" clipped from newspapers and magazines: "...drew its largest audience ever." "...the best film adaptation of a John Grisham novel ever!" "It will be the first public display ever for the staff." "The first-ever DNA extracted from Neanderthal bone..." "It was the largest gay and lesbian event ever in Alabama history."

EVER

"Students and adults sound infantile when using this to apologize for a mistake." Elizabeth Phillips, English Dept., Cardinal Mooney Catholic H.S., Marine City, Mich. and many others.

MY BAD

and variations of the expression used when someone doesn't want to listen to what is being presented to him or her: "Talk to the hand, 'cuz the face don't want to hear it." "Talk to the left (hand), because you know I'm right." "Talk to the back, because you're not good enough for the front." - Christine Tankersley, St. Mary's Cathedral H.S., Gaylord, Mich. Nominated by many others in Canada and the U.S.

Lake Superior State University's 1998 List of Words Banished from the Queen's English

WHAT'S UP?

Sometimes shortened to 'sup? "Everyone uses it just to start up a conversation." - Carali McCall, Seaforth District H.S., Seaforth, Ont. "Just say hello." - Tim Nelson, Mackinaw City H.S., Mackinaw City, Mich. "It's passe." - Greg Arceri, Northville, Mich. Nominated by many others.

YADDA YADDA YADDA

"An annoying way of making a long story short." Richard Young, Nicolet H.S., Glendale, Wisc. "Used instead of 'and so on.'" R. Forrest, Tempe, Ariz.

"This group needs a real name now. Unfortunately, there aren't any 'x' words that would do the job. How about Generation XOXO?" Michelle Batterbee Fox, Ellsworth Community Schools, Ellsworth, Mich.

GENERATION X

Send Nominations at Anytime to the Public Relations Office
Lake Superior State University, Sault Ste. Marie, Michigan
www.lssu.edu

GAMING

"Used to seduce people into thinking they're not really gambling." Gene Quinn, Sault Ste. Marie, Ont.

"It was funny in the movie; now people use it everywhere." Mandy Denick, Thornapple Kellogg H.S., Middleville, Mich. Nominated by many others, including **The Flint (Mich.) Journal's** Jeff Karoub, who says "It's destined to be the 'Where's the beef?' of the '90s."

SHOW ME THE MONEY

BUILD TO A CRESCENDO

"The word is a musical term which means 'gradually increase the volume.' It is not possible to build to a crescendo as the crescendo is the process of building." Paul Kinney, Westland, Mich.

It seems we're never doing anything correctly the first time. Barb Vogel of Advertising Answers & More in Sault Ste. Marie, Ont. points out the re-currence of the prefix 're-' in our speech. "I'm re-re-reeling from the chatter of business people who are re-visiting (*banished in 1996*), re-inventing, re-structuring and re-marketing!" Nancy Skidmore of Sault Ste. Marie, Mich. agrees and says we should re-double our efforts to re-think this issue.

IS DEAD TONIGHT

"Whenever a well-known person dies, television news reporters tell the story: 'Joe Blow is dead tonight at the age of 85.' Do they expect his condition to change by morning? I have heard of one such case, but even that took three days." David Downing, St. Paul, Minn.

"A 'planerese' word. These folks do not give up. It supposedly means to make normal, bring back to normal...'In a systems evolution concept of storming, forming and norming...' " Huon Newburg, New Ulm, Minn.

NORMING

GET IT RIGHT THE FIRST TIME

(to mean 'the greatest')
"Sounds stupid and makes no sense." Chad Johnson, Port Hope School, Port Hope, Mich.
"Is it going to explode?" Adam Trupish, St. Anne's H.S., Tecumseh, Ont.

DA BOMB