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.

Michele Mooney, Las Angeles, sent many examples of the overuse of "ever" clipped from newspapers and magazines: "...draws 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..."

TALK TO THE HAND

"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.

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, you're 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.

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 Benick, 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.

BUILD TO A CRESSENDCO

"The word is a musical term which means 'gradually increase the volume.' It is not possible to build 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-reaching 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.

"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 normalizing. "These people have it on their mind." Huon Newburg, New Ulm, Minn.

GET IT RIGHT THE FIRST TIME DA BOMB

"Sounds stupid and makes no sense." Chad Johnson, @ the Hope School, Port Hope, Mich.

"Is it going to explode?" Adam Trupish, St. Anne's H.S., Tecumseh, Ont.