

BUSINESS

advergaming

noun the marketing strategy of using video games in which products, brands, logos, etc., are placed in the game context to build familiarity with them.

[*adver(tising)* + (*video*) *gaming*]

astrovertisement

noun an advertisement fashioned on the earth's surface, of such a size that it can be picked up by satellite imaging.

credit card tart

noun *Colloquial* a credit-card holder who moves from provider to provider, transferring a loan from one account to another at a similar low rate of interest when the agreed period of the first account is about to expire. Also, **card tart**, **rate tart**.

glass cliff

noun the phenomenon whereby individuals who belong to groups which are not well represented in leadership positions, such as women, are more likely to be found in positions which entail a greater than usual risk of failure.

[*glass (ceiling)* + *cliff*]

infomania

noun the tendency to give immediate attention to incoming messages such as email, text messages, etc., resulting in constant distraction and a corresponding drop in the recipient's attention levels and work performance.

[*info(rmation)* + *-mania*]

–**infomaniac**, *noun* –**infomaniacal**, *adjective*



CARBON TERMS

carbon capture

noun the process of removing carbon dioxide from the points where it is normally released in large quantities, as power plants, so that it can then be prevented from entering the atmosphere. See **carbon sequestration**.

carbon footprint

noun the carbon dioxide emissions for which an individual or organisation can be held responsible, as by their travel, fuel consumption, diet, energy requirements, etc.

carbon market

noun a market in which carbon credits are bought and sold.

carbon neutrality

noun a state in which an organisation or country balances its carbon emissions against its carbon reductions to achieve zero net emissions of carbon dioxide.

carbon sequestration

noun the process by which carbon dioxide is removed from the atmosphere, naturally by plants in their growth but artificially by various means, and then prevented from returning to the atmosphere by the creation of products with long-term use, as timber from forests, or by storing it in sealed reservoirs, as by injecting it into underground geological formations.



COLLOQUIALISMS

couply

adjective Colloquial **1.** suited to a couple: *a couply movie*.
2. indicative of an established couple: *matching clothes are so couply*.

floordrobe

noun Colloquial (humorous) a floor littered with discarded clothes, viewed ironically as a clothing storage system.
[*floor* + (*war*)*drobe*]

lady garden

noun Colloquial (euphemistic) a woman's pubic region.

man flu

noun Colloquial (humorous) a minor cold contracted by a man who proceeds to exaggerate the symptoms enormously.

salad dodger

noun Colloquial (derogatory) an overweight person.



EATING AND DRINKING

artisan food

noun food which is made by traditional, often labour-intensive methods and usually in small batches, rather than by large-scale factory processing.

ponzu

noun (in Japanese cookery) a citrus-based sauce, light yellow in colour.
[Japanese *pon*, from Dutch *pons* citrus drink + Japanese *-zu* vinegar]

shroom

Colloquial –noun **1.** a hallucinogenic mushroom.
–verb (i) **2.** to take hallucinogenic mushrooms for recreational drug use.
[shortened form of *mushroom*]
–shroomer, noun
–shrooming, noun

tart fuel

noun Colloquial wine coolers and alcopops, viewed by men as deceptively alcoholic drinks that will lower a woman's resistance to sexual advances.

toddler milk

noun a formula milk designed for children just out of infancy.



THE ENVIRONMENT

climate canary

noun a significant change in the state of a geographical feature, a plant or animal species, or a human habitat, which provides an early warning of a climate change which will have more far-reaching effects.

[from the use of a caged canary in mines to indicate the presence of carbon monoxide, the canary being killed quickly and thereby warning the miners]

climate sceptic

noun a person who is doubtful that global warming is taking place or believes that, if it is, it is part of a natural cycle (opposed to *climate realist*).

–**climate scepticism**, *noun*

food mile

noun a unit of measurement of the distance which a food product has to travel before it reaches the place where it is consumed; regarded as a measure of sustainable development, since the fewer food miles a product travels the fewer harmful effects it has on the environment.

green shoe brigade

noun Colloquial the group of people who stand to profit from dubious practices conducted in the name of environmental protection.

[*green* (environmentally aware) + (*white*) *shoe brigade*]

toad juice

noun liquid fertiliser produced from pulverised cane toads.



FASHION

arse antlers

plural noun Colloquial a tattoo just above the buttocks, having a central section and curving extensions on each side.

butt bra

noun Colloquial a garment worn as a support for the buttocks.
[*butt* + *bra*]

manscaping

noun a grooming procedure in which hair is shaved or trimmed from a man's body, as from the back, legs, chest, genitals, etc.
[*man* + (*land*)*scap(e)* + *-ing*]

tanorexia

noun an obsessive desire to have tanned skin, placing the sufferer at risk of skin cancer.
[*tan* + (*an*)*orexica (nervosa)*]
–**tanorexic**, *adjective, noun*

tube dress

noun a dress which is an extended boob tube, either tight-fitting for the total length or tight-fitting at the top with a fuller skirt.



GENERAL INTEREST

dumpster diving

noun the salvaging of household food items from the stock which has been thrown away by a shop, supermarket, etc., into a dumpster.

homesharing

noun the provision of accommodation by an older person to a younger person in need of accommodation, in exchange for help with household chores and a degree of companionship.
–**homesharer**, *noun*

orthorexia nervosa

noun an eating disorder characterised by an obsessive desire to eat only what are considered to be healthy foods, resulting in a dietary imbalance. Also, **orthorexia**.
[*ortho-* + (*ano*)*rexia nervosa*]

password fatigue

noun a level of frustration reached by having too many different passwords to remember, resulting in an inability to remember even those most commonly used.

read dating

noun a form of speed dating in which the participants display a list of their favourite books underneath their name tag in order to facilitate the identification of a common interest.



HEALTH

boomeritis

noun (humorous) the range of sports-related injuries incurred by baby boomers as they pursue health and physical fitness programs into their old age, such as bursitis, tendonitis, sprains, strains and stress fractures.

[(*baby*) *boomer* + *-itis*]

germ phobia

noun an obsessive anxiety about the presence of germs in one's surroundings, often characterised by increased isolation and panic attacks.

globesity

noun the phenomenon of obesity in Western countries, seen as a worldwide health problem.

[*glob(al)* + *obesity*]

incidental exercise

noun exercise that is built into the routine of one's daily life, such as walking up and down stairs rather than taking the lift, cleaning the house rather than employing a cleaner, etc.

living bandage

noun Medicine skin grown from the patient's own skin cells in a culture and applied as a patch to a burn area, thus triggering new layers of skin growth.



MEDIA

citizen journalism

noun journalistic reporting by bloggers who are not part of the established media.
Also, **participatory journalism**. –**citizen journalist**, *noun*

fauxtography

noun the manipulation of photographic or video images to convey a false representation of events.

[*faux* + (*pho*)*tography*]

lamestream

Colloquial –noun **1.** the traditional media providing news and entertainment, viewed as lacking the originality and daring of the blogosphere.

–*adjective* **2.** of or relating to such traditional media.

[*lame* + (*main*)*stream*]

lifecasting

noun live broadcasting on the internet on a personal web channel of one's daily activities videoed on a webcam.

[*life* + (*broad*)*cast* + *-ing*]

splog

noun a website created for the purpose of promoting affiliated websites or to increase the search engine ranking of the affiliated sites.

[*sp(am)* + (*b*)*log*]



MUSIC

baile funk

noun a style of dance music, fast with hard-edged vocals, originating in Brazil and with lyrics characterised by the ethos of the favelas or slums of Rio de Janeiro. Also, **baile funk carioca**. [Portuguese *baile* ball, party]

electronica

noun the broad array of music created electronically.

nerdcore

noun a subgenre of hip-hop music characterised by subject matter considered of interest to nerds, such as technology, politics and science fiction; geeksta rap. Also, **nerdcore hip-hop**. [*nerd* + (*hard*)*core*]

poptronica

noun a genre of pop music created by electronic means, as by synthesisers. [*pop* + (*elec*)*tronica*]

silent disco

noun a disco in which all the participants wear wireless headphones to hear the music, thus eliminating noise pollution.



ONLINE

cyber cheating

noun **1.** plagiarism of material sourced on the internet.
2. engagement in an online romance, the conduct of which constitutes unfaithfulness to one's spouse or lover.

flog

noun a blog which is contrived for marketing purposes.
[f(ake) + (b)log]

griefing

noun the sabotage of online computer games, virtual sites, etc., by players intent on causing havoc rather than abiding by the rules of the game.
–**griefer**, *noun*

microblog

noun **1.** an internet posting which is extremely short, designed to give a brief but immediate text update.
–*verb* (*i*) (**microblogged**, **microblogging**)
2. to issue such an internet posting.
–**microblogging**, *noun*
–**microblogger**, *noun*

web 2.0

noun a perceived altered state of the world wide web, equivalent to a second generation of a software product, which features social networks, creative commons, wikis and other such sites that encourage user input and information sharing.



POLITICS

Chindia

noun China and India, considered as a unit as far as their economic power and strategic importance relates to the rest of the world.

[*Chin(a)* + (*In*)*dia*]

ghost prisoner

noun a prisoner whose detention is not publicly acknowledged.

Great Firewall of China

noun (humorous) the internet blocking system which prevents access for Chinese internet users to sites deemed undesirable by the Chinese government.

Helengrad

noun NZ Colloquial (humorous) Wellington, seen as controlled by the government of Prime Minister Helen Clark.

[*Helen* Clark + *-grad* common Russian ending meaning 'town']

retail politics

noun political strategies of the traditional kind, such as hand-shaking, baby-kissing, etc., which target an individual voter, as against those such as television campaigns, newspaper advertisements, etc., which target a wide audience.



SOCIAL SCENE

digital native

noun a person who grows up using digital media and communications systems, and thus has complete familiarity with them.

happy-clappy

Colloquial –noun **1.** a member of a Christian group that favours an informal religious ceremony with audience participation, as by handclapping, and contemporary music with religious lyrics.

–adjective **2.** of or relating to such a form of worship, or its followers.

3. excessively and shallowly emotional in an extroverted way.

kipper

noun Colloquial an adult child still living in the home of his or her parents, often as a result of pressure in the housing market. [singular backformation from the acronym KIPPERS (K(ids) I(n) P(arents') P(ockets) E(roding) R(etirement) S(avings)) perceived as a plural form]

slummy mummy

noun Colloquial a mother of young children who has abandoned all care for her personal appearance. See **yummy mummy**.

[*slum* + *-m-* + *-y* + *mummy*]

traffic light party

noun a party for which the partygoers adopt an appropriate colour, often displayed on a wrist band, with green for singles, red for couples, and amber for those who are unsure of whether they wish to engage with the other sex or not.



SPECIALIST TERMS

attentional blink

noun a brief period of inattention following the locating of a target item in a stream of visual stimuli.

brane

noun *Physics* a multidimensional object with dimensions ranging from zero to nine. See **p-brane**.
[shortened form of *membrane*]

event tree

noun a visual representation of all the events occurring in a system, showing the links between them so that, as the number of events increases, the whole resembles the branches of a tree; used to identify pathways to desired outcomes.

facial mapping

noun the identification of a person from a photograph, video footage, etc., by comparing key features of the face in the image with those of the person.
–**facial mapper**, *noun*

inflaton

noun the hypothetical particle thought to be responsible for cosmic inflation.



SPORT

cyberathlete

noun a professional player of computer games.

equine influenza

noun a viral respiratory disease which causes flu-like symptoms in horses; horse flu. *Abbrev.:* EI

exergaming

noun the playing of video games that require the gamers to undertake physical exercise, such as those in which the players engage in an interactive virtual bicycle race on screen by pedalling on a bicycle simulator which drives the visualisation.

—**exergamer**, *noun*

grapple tackle

noun *Rugby League* an illegal tackle in which the opponent is held around the head and neck and pressure is applied to the neck, obstructing the trachea and carotid artery.

microgram

noun *Colloquial* a young surfer, especially one under the age of ten.

[*micro-* + *grom(met)*]



TECHNOLOGY

bloatware

noun Computers software that takes up a large amount of memory but has, in proportion to the space it takes up, minimal functionality.

data smog

noun electronic information as by emails, internet searches, etc., which, by its volume, impairs performance and increases stress.

ecotechnology

noun technology that produces environmentally sustainable outcomes, as in water treatment, building construction, and land remediation.

pod slurping

noun the downloading of large quantities of data to an MP3 player or memory stick from a computer.

technological singularity

noun *Futurology* the moment when the rate of technological development becomes infinite, often linked with the creation of robots with artificial intelligence, and outstrips the ability of human beings to keep pace with it.



TRAVEL

barefoot luxury

noun a high standard of service in a relaxed and casual setting, as at a beachfront hotel.

health tourism

noun travel for the purpose of a medical treatment to a country which offers the service at a cheaper rate or higher standard than that available in the traveller's home country.

love mile

noun one of a number of miles travelled by air, for the purpose of visiting friends and relatives who live far away.

[*love* + (*food*) *mile*]

slow travel

noun **1.** travel conducted at a slow pace to enjoy more fully the places visited and the people met.

2. such travel seen as environmentally friendly through its lack of reliance on air transport.

[modelled on *slow food*]

voluntourism

noun tourism which combines volunteer work with sightseeing.

[*volun(teen)* + *tourism*]

–**voluntourist**, *noun*

–**voluntouring**, *noun*

