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And the winner is ...

pod slurping

Macquarie Dictionary announces Word of the Year 2007

FOR IMMEDIATE RELEASE ON MONDAY 4TH FEBRUARY 2008

Macquarie Dictionary has announced **pod slurping** as the Word of the Year 2007 from the new words selected for inclusion in the annual update of the Macquarie Dictionary Online.

There were thousands of votes cast in the user survey which closed on Thursday 31st January 2008. Go to www.macquariedictionary.com.au for more information.

The **Macquarie Dictionary Word of the Year Committee** comprises:

Vice-Chancellor of the University of Sydney, Professor Gavin Brown
Dean of the Faculty of Arts at the University of Sydney, Professor Stephen Garton
Publisher of the Macquarie Dictionary, Susan Butler.

The Committee's choice of Word of the Year for 2007:

pod slurping

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

In this increasingly tech-savvy world we live in, it seems pod slurping really is the new memory bank for us busy bees. Why carry around vast reams of documents, or CDs or anything for that matter, when you can download absolutely everything!

Pod slurping has an inventive and sensuous appeal. The committee felt that the most important criterion for word of the year should be linguistic creativity and evocativeness, rather than simple worthiness or usefulness. *Pod slurping* also dips its lid to *pod*, a potent little word of our times.



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The Committee would like to give honourable mention to:

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*

Infomania is a neat coinage for an obsession to which many of us can so easily succumb, and a word which was created in the early 1980s – very much ahead of its time.

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.

Obviously *carbon footprint* is one of the environmental words which is of significance to us all, and a very useful term to express a new social concept.

The People's Choice Award goes to...

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.

Password fatigue was the most popular word in the online voting, clearly registering a widespread dilemma of the online world.

For the full list of nominated words and their definitions, go to www.macquariedictionary.com.au

For further information or an interview with Macquarie publisher Susan Butler, please contact Kate Nash on (02) 9285 9113 or 0406 997 647 or email kate.nash@macmillan.com.au