

NEW THINK

THE **AMAZING!** IDEAS THAT SHAPE OUR WORLD • EDITED BY JASON CHEN

ON LANGUAGE

GLOSSARY

Definitions by **Ammon Shea**
Illustrations by **Bendik Kaltenborn**



An unflappable, equanimous woman who is soon to be married.

“Bridechilla” is a combination of “bride” (from the Old English “bryd,” meaning just what it sounds like), “Godzilla” (which comes from a blend of the Japanese words for gorilla and whale) and a modern sense of “chill” (which comes from “ciele,” another Old English word). Its forerunner and antithesis, “bridezilla,” has been in use since the mid-1990s, but the “-chilla” variation is of considerably newer vintage.



A sense of malaise resulting from a high degree of consumerism.

Curiously, while almost no one uses the full form of “influenza” to describe the disease, when combining the name of the ailment with “affluent,” no one is inclined to use the word “afflu.” “Affluenza” has already been the title of a PBS show, at least four separate books and innumerable screeds on the Internet (many of which have doubtlessly been composed on expensive computers bought in an irony-free zone).



Entering a rehabilitation facility in a prophylactic fashion. Also, warm-up exercises done before engaging in athletic activity.

The diminutive form of “pre-rehabilitation” splits its meaning between those who use it in an athletic sense and those who decidedly do not. The word proves that Humpty Dumpty was one of our greatest commentators on language: “When I use a word, it means just what I choose it to mean—neither more nor less.”



A pejorative term for a person wearing Google Glass.

The particular word that forms the basis of this epithet has been used punningly for quite some time, with its first known written use found on the back cover of an anti-Prohibition magazine from 1921. Prior to its denotation for a person misusing Google Glass, this vulgar suffix was commonly found in the form “Masshole,” to describe a person of questionable worth who happened to be from the state of Massachusetts.



A form of cybersquatting that utilizes a domain name that is a common misspelling of a well-known site.

Death and taxes are not the only things certain in life—typists with fat fingers are just as certain. Typosquatting capitalizes on those unfortunates who can believe that nytmes.com and wshingtonpst.com look like they should lead to real news sites. Unsurprisingly, the domain name typosquatting.com has already been purchased (but is available for sale!).