



20 NEW PIECES OF COMPLETE BOLLOCKS FROM 2024

Agesplaining: 1. Adjusting the way you talk when addressing older people. 2. Interesting new take on older people condescending those younger than them; in an increasingly ageist world, many younger people assume that those older than them are thick as a brick, when they usually aren't.

Britshoring: 1. Foreign companies hiring staff in Britain. 2. US companies in particular have noticed that the average salary in the US is £46,000 whereas in the UK the equivalent is £35,000, so why not save 24%?

CBD: 1. Central Business District. 2. Abbreviation for cannabidiol, which claims to be a popular natural remedy for various pains and can also be associated with adverse drug interactions and liver toxicity; quite why anyone would want to take something with unknown effects remains unclear.

Dentist: 1. Someone who looks after your teeth; someone who earns a lot of money and always buys the most expensive version of a product they can find. 2. Unclear origins, but certainly prevalent in the world of motorbikes and electric guitars; these people are highly paid and always buy top end equipment but aren't very good; examples include poor cyclists who have the most expensive bikes on the market, and guitarists who have massively expensive guitars but are crap at playing them; they are either dentists or actively dentisting.

Echosystem: 1. A conversation forum or so-called ecosystem in which the same themes are repeated again and again. 2. Sometimes harmless, sometimes downright harmful, as in inciting incendiary behaviour online, or repeating unsubstantiated bollocks. (*see Ecochamber*)

Ecochamber: 1. Online forum discussing sustainability issues. 2. Tight cabal in which parties agree with each other daily that something must be done without ever spreading their message to a wider audience. (*see Echosystem*)

Electile dysfunction: 1. The inability to be aroused by any of the parties standing for election. 2. Being given the option to vote for the candidate or party you dislike least; utter indifference based on a comprehensive range of shoddy political contenders.

Graft: 1. Transplant living tissue such as skin, a tree root, hard graft, as in work, political corruption. 2. An extraordinarily versatile word with so many meanings, the most interesting and least known being that of political corruption. (*see* *Zambian corruption*)

GTM: 1. Go to market. 2. What is being offered to a market; your product; much-loved by pompous venture capitalists, as in “*Yes, but what’s your GTM offering here, Brad?*”

Hun culture: 1. British sub-culture popular with gay men and women. 2. Frequently characterised by celebrity worship, niche camp humour and regular social media interaction, hun appears to be short for hunni.

MEGO: 1. My Eyes Glaze Over. 2. Journalist’s code acronym for unsexy subjects that are extremely boring to write about.

Midwit: 1. Someone in the middle of the demographic bell curve or ‘horseshoe’. 2. The midwit meme is based on the horseshoe theory that extremes of intelligence often take the same path for completely different reasons, such as racist views coming from both high and low class people; this is much to the annoyance of the so-called middle who technically have more support for their views from the greater amount of people around them of similar intelligence but ironically their views suffer from greater inertia.

Notswolds: 1. Not the Cotswolds. 2. Other places to live in Britain such as Sussex and Dorset that don’t succumb to the phenomenon of simply being ‘in the Cotswolds.’

Polycrisis: 1. Several crises at the same time. 2. Interconnected systems mean that one crisis leads to another, and in recent times geoeconomic, social and ecological crises have all collided in a hideous mix of overconsumption, unsustainable growth, short-termism and financial capital myopia, and that’s without even considering war.

Pracademic: 1. Practical academic. 2. Academics have a reputation for remaining theoretical, as in the old joke: “*Yes, it works in practice but does it work in theory?*”; pracademics take the science or technical expertise and then concentrate on getting things done.

Promotion inflation: 1. People being promoted and/or given job titles above their station. 2. Companies desperate to retain talent often succumb to the temptation of overpromoting staff who are no better than average; as they rise to the top their skills are found wanting and it all unravels – for both the individual and the employer.

Slop: 1. Random material generated by artificial intelligence that ends up on the web for anyone to view. 2. Unlike a chatbot, the slop isn't interactive and is rarely intended to actually answer readers' genuine questions or serve their needs.

Strip and flip: 1. Buy a company, strip out any excess, and change the business model to make more money. 2. Cynical ploy used by private equity providers to make a fortune; authors Morgenson & Rosner describe the approach by these plunderers as 'greed wrapped in the American flag of efficiency', and these firms now control over \$13 trillion invested in 50,000 companies.

TBD: 1. Acronym for to be decided or to be determined. 2. These two definitions can mean quite different things – the first means we haven't made a decision (yet), and the second means we don't even know what the answer is.

Toxic underlings: 1. Staff or subordinates who deliberately sabotage management efforts. 2. Post COVID, office working practices have taken a hammering, with all parties blaming each other for the demise of office culture, erratic or non-existent presence in the office, and persistent moaning about exploitation of company perks, or the lack of them; given the presence of data both supporting and condemning employers and employees in equal measure, no-one wins.

Zambian corruption: 1. People tasked with preventing corruption becoming corrupt themselves. 2. In July 2024, Zambia's President Hakinde Hichilema took the extraordinary step of firing the entire board of the country's corruption-busting body, after they themselves were accused of corruption, which they denied. (*see Graft*)