



MACQUARIE DICTIONARY

WORD OF THE YEAR 2025

ARTS

body horror

noun a subgenre of horror in which the focus is on the distortion, transformation or mutation of the human body, often as a result of a failed scientific experiment or a virus, parasite or biological agent. Also, **biological horror**.

femgore

noun a subgenre of horror in which female protagonists are given agency over the narrative, and while still victimised, objectified or exploited to an extent, are not passive; often becoming the characters who commit the acts of violence, especially in retaliation or retribution to the stereotypical system they are fighting against.

howcatchem

noun *Colloquial* a genre of murder mystery in which the perpetrator who committed the crime is revealed to the audience at the very start; inverted detective story.

plot armour

noun (of a central fictional character) a protection against serious harm or death, regardless of how improbable, simply because their survival is necessary to the story.

retro futurism

noun an artistic and literary style which portrays what would have been considered futuristic in an earlier era.



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BUSINESS

attention economy

noun an economy in which human attention is treated as a major commodity, especially in advertising, in which the aim is to maximise the time a customer spends viewing a product.

dynamic pricing

noun a pricing policy for a product or service which increases or decreases according to the level of demand, availability, type of customer, time of day, state of weather, etc.

robotext

noun an automated text message using an autodialler to select phone numbers and deliver a computerised prewritten message; used in electioneering and telemarketing.

sham contracting

noun the illegal practice of an employer classifying a regular, salaried employee as an independent contractor, usually in order to avoid the cost of required entitlements, such as leave.

task masking

noun the performance of appearing busy or productive at work without achieving anything meaningful, especially in order to avoid appearing unproductive to one's employer; performative busyness.



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COLLOQUIAL

ate (and left no crumbs)

phrase Colloquial (an expression used to indicate that someone has performed or executed something perfectly.)

chopped

adjective Colloquial **1.** unattractive; ugly.
2. annoying or unfair, especially of a situation.

Roman Empire

noun Colloquial any of various events, interests, subjects, etc., that one finds themselves frequently thinking about, especially one considered unusual.

[from a trend on the social media platform TikTok in which men were asked how often they thought about the historical *Roman Empire*, the responses indicating that this was a frequent occurrence]

six-seven

interjection Colloquial (a nonsense expression with no meaning, often accompanied by a gesture in which each hand is held out to the side with palms facing up, alternately moving each up and down as if comparing weights.) Also, **6-7**.

[from the song 'Doot Doot (6 7)' by US rapper Skrilla in 2024, popularised as background music for video clips of professional basketball players, with '6 7' referring generally to their height (6 foot 7 inches)]

Sunday scaries

plural noun Colloquial feelings of anxiety, dread, depression, etc., experienced the day before a working week begins. Also, **Sunday blues**.



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EATING AND DRINKING

Australian sushi

noun any of various thick, uncut sushi rolls with the nori wrapped around the filling in order to be eaten by hand, sold as takeaway and often containing non-traditional fillings.

beer snake

noun a chain of empty beer cans or plastic cups which have been stacked and often taped together, typically created by spectators at sporting events; wizard stick.

fioretto

(say feeuh'retoh)

noun a vegetable, a hybrid of the cauliflower and the broccolini, with small florets growing at the top of slender stems; caulini. [Italian: literally, little flower]

food desert

noun any populated area where obtaining fresh foods is made difficult due to a lack of supermarkets, grocery stores, or other retailers selling affordable and nutritious food.

tiger toast

noun buttered toast with a topping of a dark-brown yeast spread such as Vegemite, with strips of cheese melted on top. [from the resemblance to the coloured stripes of a *tiger*]



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ENVIRONMENT

BAL rating

noun a system of assessing a building's potential exposure to ember attack, radiant heat and direct flame of a bushfire; the rating serving to determine the construction requirements for the structure. *Abbrev:* BAL [b(ushfire) a(ttack) l(evel) + RATING]

BEV

noun a zero-emission motor vehicle powered solely by battery.
[b(attery) e(lectric) v(ehicle)]

ecosystem engineer

noun a species that significantly modifies a habitat, impacting the presence and abundance of other organisms and playing a critical role in maintaining the ecosystem's health and stability.

ex-tropical cyclone

noun a storm system which has lost its former tropical characteristics of central convection and cyclonic circulation, without necessarily having decreased in intensity.

polyphagous shot-hole borer

noun a small beetle, *Euwallacea fornicatus*, that burrows into a wide range of plant species; an invasive pest native to South-East Asia but now found in the Perth region. *Abbrev.:* PSHB



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FASHION

dahlia

noun a body piercing to the corner of the mouth, especially as one of a pair.

[in reference to 1947 US murder victim, Elizabeth Short, known posthumously as the Black *Dahlia*, who was found mutilated, with deep cuts extending from the corners of her mouth]

dupe culture

noun a fashion trend in which low-cost imitations of expensive products from exclusive brands are in demand.

Ozempic face

noun Colloquial a condition resulting from the use of a semaglutide drug, characterised by wrinkling and sagging of the face after rapid weight loss. [*Ozempic* a brand of semaglutide + FACE]

tabi

(say **tah**-bee or **ta**-bee)

noun a shoe with a cleft split which separates the big toe from rest of the toes.

[Japanese: a sock or shoe of this design]

tattoo ticket

noun Colloquial permission given from an artist to use all or part of an existing artwork as a design for a tattoo, often for a fee.



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GENERAL

black elephant

noun an event or situation that is clearly foreseen as being disastrous or dangerous, but which goes ignored.

[based on BLACK (SWAN EVENT) and the phrase *the elephant in the room*, the topic that everyone knows about but no-one wants to discuss openly]

blind box

noun a type of mystery box which contains an unseen collectible toy or figurine, the buyer being encouraged to purchase multiple boxes in order to complete a full set.

golden passport

noun (in some countries) citizenship which has been granted in exchange for a considerable investment in that country.

sanewashing

noun Colloquial the practice of making something that would normally be perceived as senseless or extreme appear reasonable, especially in politics.

S-tier

adjective of the highest quality or value.

[from a grading system used in Japan in which tiers are typically assigned letter grades A through to F, with the *S-tier* sitting above A]



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HEALTH

cuddle bed

noun a type of bed or mattress used in a hospital or care setting which can be extended in width to accommodate a second person, especially as used in palliative or maternity care.

fart walk

noun Colloquial a leisurely walk taken after a meal, designed to aid digestion and relieve bloating and flatulence.

lemonading

noun a psychological strategy in which one reframes setbacks or difficulties as opportunities for personal growth. [from the expression 'If life gives you lemons, make *lemonade*']

medical misogyny

noun entrenched prejudice against females in the context of medical treatment and knowledge, especially in the area of reproductive health, as by medical professionals minimising or dismissing reports of symptoms, lack of research into gynaecological conditions, etc.

trauma dumping

noun the act of sharing intense, emotional and traumatic experiences with someone else without their consent, prior warning, or consideration of their capacity to handle such information.



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INTERNET

AI slop

noun Colloquial low-quality content created by generative AI, often containing errors, and not requested by the user.

cybersickness

noun a condition characterised by eyestrain, nausea and dizziness, due to the perception of motion in a virtual reality environment. Also, **VR sickness**.

dead internet theory

noun a theory which maintains that the majority of content on the internet is created by AI bots, as part of a deliberate plan to reduce the ability of humans to interact with and control internet content, including that on social media.

online disinhibition effect

noun a lack of restraint, especially in sharing personal information, when communicating online as compared with in person.

prompt engineering

noun the practice of crafting queries or instructions for generative AI in order to elicit the desired output.



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POLITICS

bird-dogging

noun Colloquial the act of confronting a politician at a public event with direct questions or issues, with the aim of bringing attention to a specific issue or to call them to account.

brologarchy

noun Colloquial (derogatory) government by a group of wealthy men, especially those who hold prominent positions in the technology sector. [blend of BRO and OLIGARCHY]

grey corruption

noun dishonest and unethical practices such as cronyism, nepotism, pork-barrelling, misuse of public resources, etc., especially in politics. Also, **soft corruption**.

[*grey* (area) (in reference to these practices being unethical but not necessarily illegal) + CORRUPTION]

kakistocracy

noun government by the worst or least qualified or suited people in the state.

[Greek *kakistos* worst + -CRACY]

slopaganda

noun Colloquial low-quality content created by generative AI, circulated with the intention of manipulating the opinions of voters. [blend of SLOP and PROPAGANDA]



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SOCIAL INTEREST

bank of mum and dad

noun Colloquial **the**, financial assistance provided by one's parent or parents, especially towards the purchase of a home. *Abbrev:* BoMaD

bathroom camping

noun Colloquial the act of isolating oneself in a bathroom or bathroom cubicle for a period of time, as to seek solitude, avoid work, regulate emotions after overstimulation, anxiety or stress, etc.

newstalgia

noun a comforting feeling of familiarity experienced with a new product, experience, etc., which resembles something from an earlier era but is modernised with new features or technology.

[blend of NEW and NOSTALGIA]

redpilled

adjective (sometimes derogatory) **1.** having radically altered beliefs about specific issues, especially in favour of extreme right-wing positions.

2. of or relating to anti-feminist beliefs which assert that governments, universities, institutions, etc., covertly give unfair advantage to women while deceiving and victimising men.

tradwife

noun a woman who embraces the traditional gender roles of a female, focusing on domestic work such as cooking, cleaning and child rearing, and often adopting conservative feminine dress and deferring to her spouse. [TRAD(ITIONAL) + WIFE or (HOUSE)WIFE]



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SPORT

helicopter shot

noun *Cricket* a shot played with a pronounced flick of the wrists that rotates the bat in a circular motion.

para standing tennis

noun a form of tennis for players with a physical or other disability who do not rely on a wheelchair, having modifications to accommodate the different abilities and needs of the participants. Also, **adaptive standing tennis**.

quadball

noun the new name for real-life quidditch -- a game played by two teams of seven players, each carrying a long stick between their legs, who aim to score goals by putting a ball through any of three vertical hoops at each end of the field.

[*quad* in reference to the 4 balls in play and perhaps to retain the letter *Q* from quidditch + BALL]

quadrobics

noun a type of aerobic exercise in which various activities are carried out on all fours, in imitation of four-legged animal movements. [blend of QUADRUPEDAL and AEROBICS]

trad climbing

noun a type of rock climbing in which the climber places protective equipment, such as removable anchor points, as they climb.



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TECHNOLOGY

artefacting

noun the unintended generation of distortions, anomalies, or errors in a digital file or signal due to limitations or malfunctions in the technology used to capture, process, transmit, or store the content.

artificial superintelligence

noun a hypothetical artificial intelligence which is far superior to a human in terms of cognitive abilities in learning, understanding, problem solving, etc. *Abbrev.:* ASI

clanker

noun Colloquial (usually derogatory) a robot or other entity which operates using artificial intelligence to carry out a specific task which would normally be performed by a human. [popularised in the animated television series *Star Wars: The Clone Wars* (2008–14), in which the word was used to describe metallic androids who produced clanking sounds when moving]

content farm

noun a website or business producing content which is designed to exploit social media algorithms for profit, without significantly investing in the quality of the output. Also, **content mill**.

layer 8 issue

noun Computers Colloquial (humorous) an IT problem created by the ignorance of the user rather than by faulty hardware or software. [allusion to an established seven-layer model of computer networking, an imaginary *eighth* level being humorously created to address human error]