

American Dialect Society

Betsy Evans, Executive Secretary
evansbe@uw.edu
Dept. of Linguistics
University of Washington
Seattle, WA 98195

Contact for Word of the Year:

Ben Zimmer, Chair of the New Words Committee, American Dialect Society
bgzimmer@gmail.com

Dr. Kelly Elizabeth Wright, Assistant Professor, University of Wisconsin-Madison
kewright4@wisc.edu

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American Dialect Society Selects *rawdog* as 2024 Word of the Year

PHILADELPHIA MARRIOTT DOWNTOWN—JAN. 10—The American Dialect Society, in its 35th annual words-of-the-year vote, selected *rawdog* as the Word of the Year for 2024. More than three hundred attendees took part in the deliberations and voting, in an event hosted in conjunction with the Linguistic Society of America’s annual meeting.

The verb *rawdog* is defined as “to undertake without usual protection, preparation, or comfort.” While the word originated as a slang term referring to having sex without a condom, *rawdogging* ended up crossing over into mainstream usage for a wide variety of activities, like the travel trend in which a passenger sits through a flight without any distractions.

Presiding at the Jan. 6 voting session were Ben Zimmer, chair of the ADS New Words Committee, and Dr. Kelly Elizabeth Wright of the University of Wisconsin-Madison, data czar of the New Words Committee. “*Rawdog* has recently and rapidly burst its sexual bounds to refer to engagement in any activity without the typical preparation or in stone-cold sobriety.” Dr. Wright said. “In 2024 folks rawdogged flights, family dinners, and final exams. As one nominator commented this evening, *rawdog* is a great choice for Word of the Year as we collectively rawdog the future of American politics in 2025.”

Word of the Year is interpreted in its broader sense as “vocabulary item”—not just words but also phrases, compounds, and affixes. The items do not have to be brand-new, but they have to be newly prominent or notable in the past year.

The vote is the longest-running such vote anywhere, the only one not tied to commercial interests, and *the* word-of-the-year event up to which all others lead. It is fully informed by

the members' expertise in the study of words, but it is far from a solemn occasion. Members in the 135-year-old organization include linguists, lexicographers, etymologists, grammarians, historians, researchers, writers, editors, students, and independent scholars. In conducting the vote, they act in fun and do not pretend to be officially inducting words into the English language. Instead, they are highlighting that language change is normal, ongoing, and entertaining.

In a companion vote, sibling organization the American Name Society selected "Ozempic" as Name of the Year for 2024 in its 21st annual name-of-the-year contest. Further information can be found on the society's website, <https://americannamesociety.org>.

AMERICAN DIALECT SOCIETY VOTING RESULTS

Raw vote totals and percentages of the vote are given after each nomination. In cases requiring a runoff, two figures are given. Winners are indicated by an asterisk.

WORD OF THE YEAR (2024)

* **rawdog**: to undertake without usual protection, preparation, or comfort (extension of earlier meaning 'to have sex without a condom') 145/208

brat: someone who exudes a confident, hedonistic attitude (in the style of Charli XCX); also adj./attrib. as in *brat summer*

crash out: to act irrationally or impulsively; to reach one's limit; also *crashout*: a person characterized by extreme emotional reactivity 37

cooked: totally exhausted or broken beyond repair; humiliated, outperformed or swiftly defeated; hopeless, desperate 31

sanewashing: downplaying or restating extreme political rhetoric to make it more palatable, esp. referring to whitewashing media coverage 54/77

yap: to talk excessively or enthusiastically (valued negatively or positively); also *yapper* (enthusiastic talker), *yapanese* (incomprehensible chatter) 17

MOST USEFUL

* **lock in**: to enter a state of deep focus and concentration 134

bedrot, bedrotting: the act of lying in bed and avoiding daily responsibilities (also, more positively, *hurkle-durkle*, n. or v.) 21

cooked: totally exhausted or broken beyond repair; humiliated, outperformed or swiftly defeated; hopeless, desperate 31

crash out: to act irrationally or impulsively; to reach one's limit; also *crashout*: a person characterized by extreme emotional reactivity 37

eat (esp. in past tense **ate**): to execute, accomplish, or complete something remarkably well; also *devour*, $4+4 = ate$ 53

MOST LIKELY TO SUCCEED

- * **unserious**: lacking a properly serious attitude, often as a dismissive putdown 107/168
- aura**: charismatic presence, often associated with athletes (also *aura points*) 76
- girlypop**: fun, trustworthy female friend (also as an adj.: cute, pretty, or stereotypically girly) 14
- NIL**: name, image, and likeness (means for student athletes to receive financial compensation) 87/130
- tariffied**: afraid of the consequences of excessive tariffs 6

POLITICAL WORD OF THE YEAR

- * **Luigi**: used in reference to Luigi Mangione, charged in deadly shooting of UnitedHealthcare CEO Brian Thompson, as in *Luigi-pilled*, *Luigification*, *Luigi intensifies*; also as a verb (*to get Luigi'ed*) 116/165
- bleach blonde bad built butch body**: epithet used by Rep. Jasmine Crockett (D-Tex.) toward Rep. Majorie Taylor Greene (R-Ga.) after Greene insulted Crockett 43
- brologarchy**: political structure controlled by a small group of powerful men, especially those considered “techbros” 16
- burrito taxi**: mocking term in arguments about the rising prices of using food delivery apps, ridiculing the idea that it is a sign of inflation 2
- lib out**: to have false or unrealistic hope and positivity for the future from embracing mainstream Democratic politics 8
- sanewashing**: downplaying or restating extreme political rhetoric to make it more palatable, esp. referring to whitewashing media coverage 77/128
- weird**: strange, bizarre, out of step with the mainstream (as used by Tim Walz and other Democrats about Donald Trump and J.D. Vance) 22

DIGITAL WORD OF THE YEAR

- * **brainrot**: mental deterioration from consumption of media/content held to have no redeeming value; also the media itself 189
- AI slop**: content generated by artificial intelligence of little value, often intended to flood search results 69
- cope**, n: belief or practice that someone uses to emotionally or intellectually deal with a negative circumstance or situation 9
- tradwife**: wife who fulfills notions of traditional gender roles, often in line with the white supremacist subculture 11
- Xit, Xodus**: mass departure of users from Twitter/X 10

INFORMAL WORD OF THE YEAR

- * **rawdog**: to undertake without usual protection, preparation, or comfort (extension of earlier meaning ‘to have sex without a condom’) 140
- cooked**: totally exhausted or broken beyond repair; humiliated, outperformed or swiftly defeated; hopeless, desperate 31 50
- mewing**: jaw-strengthening technique developed by British orthodontist John Mew; a do-it-yourself facial restructuring method (also *jawmaxxing*) 3
- mog**: to outdo in attractiveness or appearance; to assert dominance based on physical appearance (derived from *AMOG*, ‘alpha male of group’) 1
- W**, adj.: being the best of its kind or an excellent instance of something (as in *W rizz* or *W crashout*) 10
- yap**: to talk excessively or enthusiastically (valued negatively or positively); also *yapper* (enthusiastic talker), *yapanese* (incomprehensible chatter) 76

MOST CREATIVE WORD OF THE YEAR

* **“the X I X-ed”**: phrasal template with an invented irregular verb, used as a playful intensifier (as in “*the gasp I gusped/guspt,*” “*the scream I scrempt*”) 173

broligarchy: political structure controlled by a small group of powerful men, especially those considered “techbros” 16

in da clerb, we all fam: viral quotation used to facetiously assert solidarity, derived from a *Broad City* sketch 9

-maxxing (combining form): enhancement to “maximize” one's attractiveness or appeal (as in *looksmaxxing, jawmaxxing*) 93

MOST FUN WHILE IT LASTED WORD OF THE YEAR (special category)

* **brat**: someone who exudes a confident, hedonistic attitude (in the style of Charli XCX); also adj./attrib. as in *brat summer* 148

demure: modest and reserved in outlook or appearance, as popularized on TikTok by lifestyle and beauty influencer Jools Lebron 66

hawk tuah: the sound or action of spitting, esp. in preparation for oral sex; popularized by Hailey Welch in a viral video 53

hold space: to create a safe space for a person, concept, or thing; to be present without judgment 18

Founded in 1889, the American Dialect Society is dedicated to the study of the English language in North America, and of other languages, or dialects of other languages, influencing it or influenced by it. ADS members are linguists, lexicographers, etymologists, historians, grammarians, academics, editors, writers, and independent scholars in the fields of English, foreign languages, and other disciplines. The society also publishes the quarterly journal *American Speech*.

The American Dialect Society began choosing Words of the Year in 1990. Winners are listed below. A full account of the previous choices may be found on the American Dialect Society's website, www.americandialect.org.

Not all words chosen for a particular year are destined to become permanent additions to the vocabulary. *Y2K* in 1999 and *chad* in 2000 are examples of prominent terms that faded quickly. An explanation of which words are likely to succeed may be found in *Predicting New Words: The Secrets of Their Success* by Allan Metcalf.

American Dialect Society Words of Previous Years are at

<http://americandialect.org/woty>