

Something New

You know how the saying goes: "**new year, new me.**" With that wise adage in mind, we hope you enjoy this fresh look for *KB Commentary*!

In the spirit of newness, this issue rounds up some of our favorite recent updates to the Oxford English Dictionary, all of which squeaked in just before the end of 2020.

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including employee communications, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Formatting and revising technical reports and manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Revising and maintaining GMP facility drawings
- Drafting, reviewing, and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Neo-OED

Language is always changing. And believe it or not, so are dictionaries. While you may recall the ten-pound tome next to the teacher's desk or catch yourself saying "according to the dictionary," there are actually dozens of dictionaries, all of which require regular updating as words evolve.

Though others cherish Merriam-Webster or dote on Dictionary.com (which is based on Random House), we at KB COMM prefer the staid, enduring Oxford English Dictionary (OED). In their latest update, the temperate and (we like to imagine) tweed-clad editors of the OED added several new words, definitions, and revisions to their hallowed text. Check out some of our favorites below, or read the entire list here.

New and Neat

Wholly-new words we love

Cakery, n.: "Cakes or baked goods collectively; cake." - *Yum!*

Follicularly, adv.: "Biology. In the manner of a follicle (in various senses); into, around, or by a follicle." - *So delightfully specific!*

Adulting, n.: "The action or process of becoming, being, or behaving as an adult; (now) esp. the carrying out of the mundane or everyday tasks that are a necessary part of adult life." - *Our younger employees tell us that yes, this is a thing.*

Just Verb It

Familiar words that aren't just nouns or adjectives anymore

Foolproof, v.: transitive. "To make (something) so straightforward or reliable as to leave little room for error; to make (something) foolproof." - *If only we could have foolproofed 2020...*

Credential, v.: transitive. "To provide (a person, organization, etc.) with proof of identity, a qualification, etc." - *This feels like something a character on "The West Wing" with two cell phones would say.*

What Took Them So Long?

Come on, OED...we've been using these for years!

Stink eye, n.: "A look or glare that expresses anger, disapproval, disgust, etc.; a dirty look." - *The look we give the OED editors for being so behind the times.*

Price gouge, n.: "A sharp increase in the price of a product, esp. as a response to high demand." - *There must not be a Starbucks near the OED offices.*

Vuvuzela, n.: "A long plastic horn that produces a loud single note when blown, and is often used by fans at football matches." - *Holy cow, remember these things? From, like, 2010?*

Whether you're hip to the latest verbiage or prefer your words tried-and-true, all of us at KB COMM wish you the best as we barrel into 2021!

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

kbcommllc.com

