

LESSON NOTES

Japanese Culture Class #60

You Can Be in a Japanese Grand Prix!

CONTENTS

2 Cultural Insight

60

CULTURAL INSIGHT

新語流行語大賞 / New Word and Buzzword-of-the-Year Grand Prix

Kanji	新語	流行語	大賞
Hiragana	しんご	りゅうこうご	たいしょう
Rōma-ji	Shin-go	Ryūkō-go	Taishō
Translation	New word	Buzzword	Grand prix

What is the "New Word and Buzzword-of-the-Year Grand Prix"?

The New Word and Buzzword-of-the-Year Grand Prix is presented annually by a publishing company called *Jiyūkokumin-sha* and a related education company called U-Can. This event awards the words or phrases that reflect social conditions and have had a strong impact on society. The words or phrases are nominated by the votes of readers of *Gendai Yōgo Kihon Jiten* (Modern Term Dictionary), which is published by *Jiyūkokumin-sha*.

The awards were established in 1984 and are usually held during the first week of December. The result is reported by major newspapers.

The grand prix of 2008 new word and buzzword of the year

● グ〜 (gū)

This is a punch line created by the comedian *Edo Harumi*. She prolongs the *gu* ending words while flashing the thumbs-up sign.

Sample sentence

毎日、10キロ、ランニン・・・グ〜!

Mainichi 10kiro ran'nin...gū.

I run 10 km every day.

● アラフォー (arafō)

This is the abbreviation of "around forty," which refers to women who are around the age of forty. The women of this generation are considered more independent, both mentally and economically, than women of the preceding generations. This word became popular thanks to the T.V. drama known as "Around 40 - Women Who Are Demanding."

Sample sentence

最近、アラフォーをターゲットにした雑誌が多い。

Saikin, arafō o tāgetto ni shita zasshi ga ōi.

There are a lot of magazines targeting women who are around 40 years old.