



40 NEW PIECES OF BOLLOCKS FROM JULY-NOVEMBER 2025

Age-gating: 1. Setting an age at which someone can use a product. 2. Announcing such a policy but failing to enact it, as in technology platforms continuing to offer online material related to pornography, how to access or build weapons, advice on self-harm and many other topics to which young people should not be exposed.

AI-forward: 1. Bearing in mind Artificial Intelligence in the future. 2. Another in the endless line of stupid references to the future, going forward. (*see Future-forward*)

ATM: 1. At the moment. 2. Futile initialism that takes almost as long to say as the original words it represents.

Battle-tested: 1. Apparently proven guide to succeeding online as an influencer. 2. Macho war analogy to suggest that one's advice is guaranteed to succeed; deceptive and exploitative bollocks by any other name.

Beyond excited: 1. Excited. 2. Excited, for no particular reason. (*see Super excited; Super-super excited*)

Blanded: 1. Elision between bland and blend. 2. Reference to the manner in which artificial intelligence reduces everything to the lowest common denominator.

Botlicker: 1. Robot that scrapes the internet. 2. Amusing idea that a robot can lick things.

Chatfishing: 1. Using chatbots to craft messages that are witty and seductive. 2. Devious trick deployed by those looking for sexual encounters, inevitably leading to disappointment when meeting in real life.

Data lake: 1. Vast expanse of information. 2. Too much stuff, tinged with the implication that a gentle bit of fishing will yield the catch that you seek.

Decayed gratification: 1. Arriving at a hedonistic objective only to find that it is unsatisfying. 2. People love to buy all sorts of stuff, but when they get them, the joy of ownership is already fading and then they crave something else – the cycle never ends.

Doom prepping: 1. Getting ready for the end of the world. 2. Paranoid millionaires building bunkers stuffed with possessions so that they can live in lonely solitude after the apocalypse arrives.

FIRE: 1. Financially Independent, Retire Early. 2. Flip acronym bandied around by rich kids who have either inherited all their wealth or have been gifted a lucrative job on account of family connections.

Foreground (vb.) 1. Bring to prominence or give more emphasis to. 2. Curious verb as in, “*I would just like to foreground some important issues on Project Sloth, Miranda.*”

Future-fit: 1. Suitable for use. 2. Since time only moves in one direction, as ever the use of the word future is redundant - see this pointless announcement from an unnamed marketing person: “*Our decision to appoint a new holding company partner is a strategic move that will transform our multiple agency arrangements to a new, future-fit single integrated agency model.*”

Future-forward: 1. In a minute, or a million years. 2. More time-confused nonsense. (*See AI forward*)

Glassholes: 1. People who wear google glasses. 2. No other explanation required.

Greencrowding: 1. Being part of a large sustainability initiative without doing anything specific. 2. A strength-in-numbers strategy in which companies club together supposedly for some higher purpose whilst individually doing nothing much.

Greenhushing: 1. Saying little or nothing on sustainability issues. 2. This can either be because companies fear that any claims they make will be discredited, or that they actually have nothing positive to say in the first place, thus making silence the preferred strategy.

Greenlabelling: 1. Using vague language to suggest sustainable credentials but without supporting proof. 2. Broad terms such as eco-friendly, ethical, green, and free range are frequently used with no corroborating data, certification or other verifiable evidence.

Greenlighting: 1. Promoting a small green initiative in order to disguise doing very little else. 2. Not to be confused with greenlighting a project, as in approving it. (*See Greenlit*)

Greenrinsing: 1. Continually updating sustainability targets without having met the original ones. 2. A moving targets approach that confuses observers under the guise of apparently noble future milestones, usually so far off in time as to be meaningless.

Greenshifting: 1. Fossil fuel company strategy of deflecting debate and focus away from their inappropriate activities and onto something else. 2. Carbon calculators for individuals are a case in point – nothing to see here, don't blame the company, it's consumer demand that you need to look at.

Gymfluencers: 1. People dressed in lycra who apparently have a bearing on what people think and do when it comes to fitness. 2. Gone are the days when you could do a few exercises in a knackered old shirt and say you'd been to the gym; now you need all the right designer clothes, a serious personal grooming regime, an approved branded water bottle with a curious drinking mechanism that everyone envies, and an encyclopedic knowledge of obscure shake drinks with questionable ingredients.

If it bleeds, it leads: 1. Shock journalism. 2. Disgusting mantra from the news industry meaning that the more people are visibly suffering, the greater prominence you should give the item in order to gain more viewers or sell more papers.

Juice growth (vb.): 1. Squeeze more money out of something. 2. Ridiculous fruit-inspired reference to making stacks of cash, as in *"There's a lot of short-term stuff we could do that would really juice growth or revenue or whatever and be very misaligned with our long term goal. For example, we haven't put a sexbot avatar in ChatGPT; claimed by Open AI owner, Sam Altman in August 2025. In December, they did.*

Mandarin twaddle. 1. Obfuscating remarks uttered by civil servants. 2. *Yes Minister* bull par excellence, as in *"Just for absolute clarity," "I understand your question and it is an important one," "We have other processes which I will come on to,"* and *"I will say some general things."*

Moral bleaching: 1. Complete absence of morality or ethics. 2. Just as a coral reef can be destroyed by overheating, some companies are totally hollowed out; being completely devoid of any appropriate principles, they feel free to ride roughshod over anyone and everything in order to make money.

RABB: 1. Rish-Averse Broke and Busy. 2. A large quantity of Chief Executives since the pandemic.

Second-hand thinker: 1. Someone with no original thoughts. 2. Mansplainer; credit stealer in meetings.

Slop machines: 1. Robots that produce AI slop. 2. Random utterings of an incontinent machine that can't stop producing rubbish. (*see slop*)

Slopocalypse: 1. The end of true information. 2. Garbled low-level content that becomes the norm online. (*see Slop*)

Sloppers: 1. People or machines that generate slop. 2. Seemingly 90% of what can be found online these days.

Sunset funding: 1. Payment when leaving a contract. 2. Cynical way of describing a redundancy pay off in soothing, earthly terms.

Super excited: 1. (Pretending to be?) seen to be keen about something. 2. Singularly unimpressed; bored rigid, but feigning interest. (*see Beyond excited; Super-super excited*)

Super-super excited: 1. Even more excited than excited. 2. We may be only seconds away from super-super-super excited, although it has probably already been uttered by some twat on a dancing show or similar. (*see Beyond excited; Super excited*)

Swag gap: 1. Significant difference between the clothing preferences of a couple in the public eye. 2. Social media goes nuts when a woman goes out dressed in a ballgown while her other half is wearing a knackered hoodie that appears to be covered in vomit.

Techno-feudalism: 1. The new economic system in which large tech companies act as modern-day feudal lords. 2. By controlling platforms and data instead of land, everyone becomes dependent on them for access to services, products and markets, just like the peasants of old.

Tyranny of goodness: 1. Controversial term used by Norwegian politician Sylvi Listhaug, 2. She criticizes what she perceives as excessive political correctness and naive, open-door immigration policies in Norway; what a sympathetic person she must be.