

# Overused Words

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- Iconic

# Overused words

(under construction) (Game-poem: *Guess the overused-word*)

Got this friend - great conversationalist - but he does pepper his sentences with the odd verbal tic.  
For example, he loves saying: *if that makes sense*

Finally i said: yeah - it does. What doesn't make sense is why you keep saying *if that makes sense*. If *that* makes sense?

He said: *Why are you being snide about unimportant things?*

& ... he's *dead right*. Get. A ..... (guess):

*Life*.

There's nothing wrong with overusing a phrase. It's a verbal *life-hack* that *empowers people* to express their ..... :

*agency*

I *acknowledge & respect* all of that. It's only i've recently *touched-base* back in Australia from Taiwan - noticed a growing *cohort* of overused words - started recording some ..... :

*obviously*

Uhhh ... now i'd like to ... *unpack that*

Initially, returning to live in an over-used-word-world reality, was well within my ..... :  
*comfort-zone*

... re-connecting to a cultural familiarity ... it was ... *noice*

But in *the process* i did start to detect an increase in overused words, leading to an *exponential* ..... :

*spike*

It's now reached a level that's ..... :

*unprecedented*

I'm worried about the *existential threat*

on a *global-scale* ... *going* ..... :

*forward*

It's time to *flatten* ..... :

*the-curve*

As AI subsumes humans with its *next-level imaging* - where you can't tell what's fake or not - will everything be a predictive overused phrase?

How will we know a *red flag* is really ..... :

red?

What used to be simple *Truth*. has been *repurposed* as: ... :

*Messaging*

To be honest ... *to be honest* is another overused phrase. I switched on the *idiot box* when i got back to watch some AFL footy ... *as you do* ...

Bruce McAvaney said: *It's a beautiful day here in Melbourne ... to be absolutely honest*

Yes Bruce, you're being honest, coz it *is* a fine day ... but why would anyone *not* be candid about that? Especially in Melbourne. It's an overuse overdose.

Now, if you were to say: *To be honest, there's a frightening number of footballers [suffering permanent: ..... :](#)*

[brain damage](#)

*... for our amusement, & my personal enrichment... then ... that would be a correct usage*

Or: *Now it's over to Nathan Brown at Sports Bet for our latest market update - though to be perfectly honest, Brown, gambling is an addictive drug that causes social harm. As a Wokey-Pokey Industry, how do we sit with pedalling that?*

*Not gonna ..... :*

*happen*

*To be honest - who cares? Just maybe not flog it every day of the week the way you flog every day of the week every day of the week*

But i don't want to knock media commentators - especially Bruce McErvaney - i love Bruce - he's so passionate ... about sports entertainment ... heee's ... (guess): *Iconic*

# Iconic

But i don't want to knock media commentators - especially Bruce McEvaney - i love Bruce - he's so passionate ... about ... sports entertainment ... heee's ... :

*Iconic*

When i left Australia in 96, an icon was a statuette of *The Blessed Virgin Mary* - or *Jesus* - *Dying-on-the-Cross* ... for our sins ... !

When i arrived back, it'd come to mean: *vaguely representative of ... something ... anything ...* so long as it's *commercial*

*Coming up next: the real life story of an Iconic Aussie breakfast-show-host who can't stop saying: Iconic*

With other overused words - it's fine - i don't care - some i *like* when they *first* emerge - they *capture the zeitgeist of our Orwellian .....* :

*dystopia*

But *iconic* - yeah, i do actually have a *mental/physical ...* :

*health condition*

When i hear it, it's ..... :

*triggering*

This *condition* involves: shortness of breath, a tightening in the chest ... & ... *projectile....* :  
*vomit*

So here's a *reality check* - for our *peeps in the front row: the following may contain .....* :  
*graphic content*

Last Saturday, late-morning, i went to *Bunnings* to buy a door-handle

I got a good park, as normal

As soon as i stepped out of the car, i could smell the *iconic .....* :

*Bunnings sausage & onion sanga*

I followed that smell, Homer Simpson-style, then ate one in the iconic carpark. It's so spacious ...

I gazed up at the teal-green & orange-red color scheme of this huge *Tin Shed*. It stirred something deep inside me (rub stomach) ... this modern Aussie Church ... with its iconic image of ..... :

*The Hammer*

Instead of ... *The Cross*

It looks rather sinister ... now i think about it ...

If you're gonna replace *Jesus-nailed-to-the-cross* as an *Icon* ... & your symbol is: *The Hammer* ...  
it's a bit ..... :

*tone-deaf*

*Step-right-in - you can buy The Nails inside - or hey, why not upgrade ..? To a nail-gun ... !*

Feeling somewhat uneasy, i entered the store. That was the .... : *sliding doors* moment

(figuratively - Bunnings doesn't have sliding doors - it has shutters)

I do remember thinking, as i gripped the iconic XL trolley & yanked it out: *Turn back ... it's not too late*

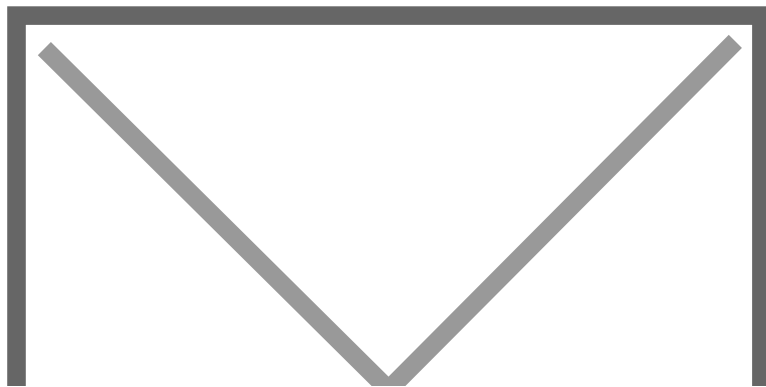
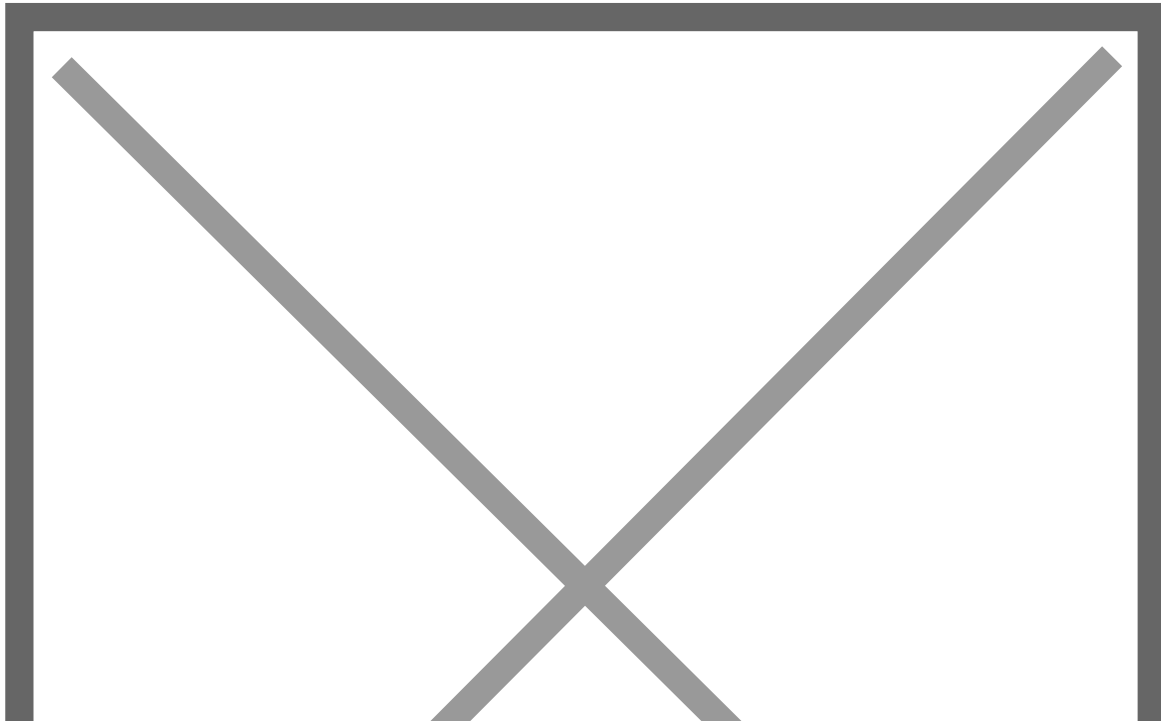
*My gut instinct* was telling me: *You've had a gut-full of of sausage fat, & iconic thoughts. Step-the-fuck-away from Icon Town*

*Serendipitously*, a friendly, bearded, Bunnings salesperson appeared - *totally* iconically

He kindly accompanied me to aisle number 13 ... the door handle aisle

*This is a good but not too expensive brand we stock*, he said, holding up a Bunnings/made-in-China door-handle

*It's called ... Ikonic*



That was the *tipping-point*, right there

*A perfect ..... :*

*storm ....*

of sausage & onion ... *gone ..... :*

*mad*

He was shocked ... i was mortified. He was a really *noice iconic* guy ... who reacted ... not toooo bad ... considering

Thank the Lord Jesus ... in a blue shawl - he was wearing his iconic Bunnings ..... :  
apron

... which turned out to be his saviour

Disclaimer: the above may or may not have happened as described - it could just be my self-serving ...:

*narrative*