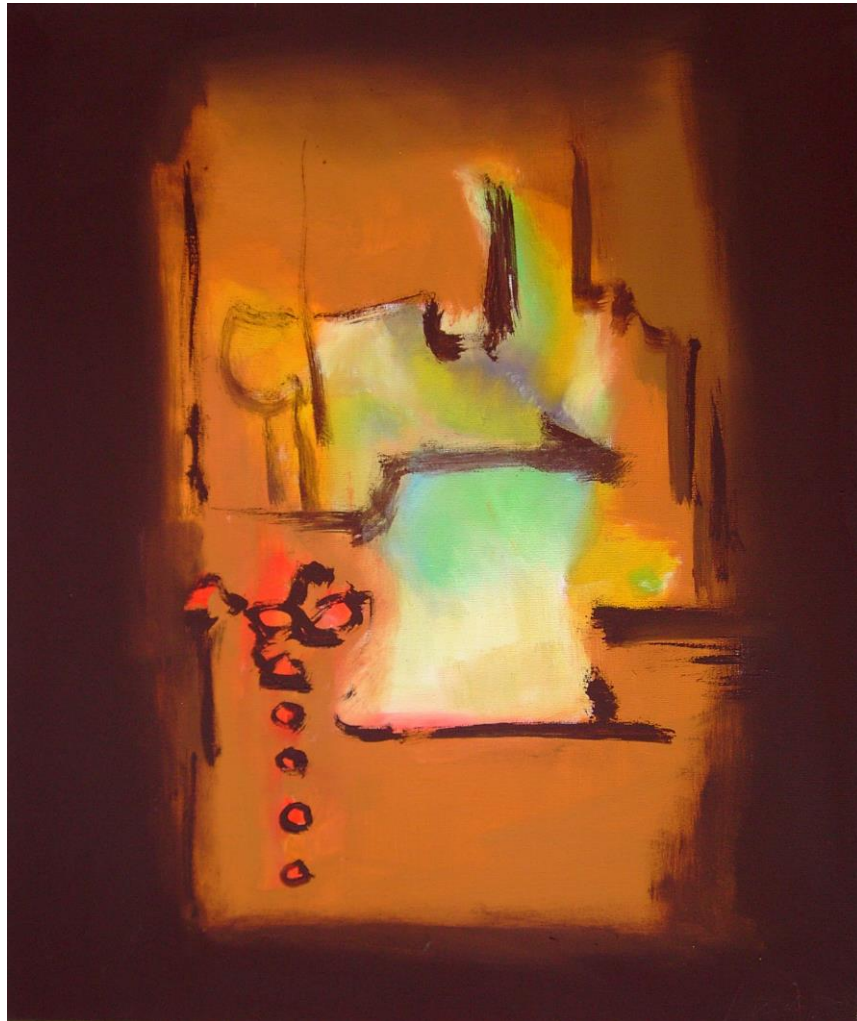


APRIL 2020

LOCKDOWN



Is it all April fools? When we think about all the new expressions in the German language like 'Lockdown', 'Shutdown', 'Exit', 'Brexit', 'Fake', 'News', 'Briefing', 'Event', 'Date', 'Blogger', 'Chat', 'Influencer', 'Fitness', 'Wellness', 'Welfare', 'Mainstream', 'Shitstorm'...

Are there in our own language no equivalent words or do we really need these highfalutin expressions? I do know that colloquial language is a living thing and that it changes continuously but it has to be understood by everyone otherwise it loses its meaning.

Babylonian language confusion, we have had it before.

Language is an important part of our cultural identity. Speech distortion means a cultural loss.

But maybe we do not value our traditional culture anymore?

Basically, multicultural or unculture is again a new form of culture.