



KAMARAJ IAS ACADEMY
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Collins Dictionary Names “Brat” 2024 Word of the Year

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Context:

Collins Dictionary announced “**brat**” as its **Word of the Year for 2024**.

The word, redefined by **British singer Charli XCX** and popularized through her album of the same name, has come to represent a “**confident, independent, and hedonistic attitude**.”

This reflects a **shift from its old meaning** to a **symbol of bold self-confidence and independence**.

This transformation, popularized by singer Charli XCX’s Brat album, resonated worldwide and even **influenced Kamala Harris's presidential campaign**.

Kamala Harris and Political Adoption:

Kamala Harris’s presidential campaign embraced the “brat” ethos, with Harris herself adopting elements of the *Brat* album’s style and even using **Charli XCX’s song “365” in her TikTok posts**.

Charli tweeted, “**Kamala IS brat**,” reinforcing the alignment of the term with bold, independent personalities, which further fueled the term’s momentum.

About collins dictionary word of the year:

The Collins Dictionary Word of the Year is an **annual selection** that highlights a word or phrase that has **gained significant prominence over the year**.

The selection is **based on extensive data analysis** of **language usage**, reflecting **cultural, social, and political trends**.

In recent years, the Word of the Year has included terms like “**lockdown**,” reflecting the impact of the COVID-19 pandemic, and “**NFT**,” which emerged as digital assets gained popularity.

The chosen word often encapsulates the zeitgeist, **showcasing how language evolves in response to contemporary events and shifts in society**.

Each year, the announcement generates discussion about language trends and the ways in which specific words resonate with the public.

Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040

Phone: **044 4353 9988 / 98403 94477 / Whatsapp : 09710729833**