

# Untangling

Clarifying marketing topics and terms



# Gen Z Slang

101 terms and definitions  
that slay the day



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- ▶ **Addy:** Address (drop the addy for tonight!) 
- ▶ **AF:** As F\*\*k (I'm mad af right now!)
- ▶ **Amirite:** Am I right? (this song slaps, amirite?)
- ▶ **A Mood:** Something that is extremely relatable
- ▶ **Ate:** Used to praise someone who successfully did something (that performance ate)
- ▶ **Basic:** Someone who likes and prefers mainstream products, music, fashion and trends 
- ▶ **BBG:** Baby girl
- ▶ **Bed Rotting:** A form of self care where one stays in bed for an extended period doing passive activities
- ▶ **Beige Flag:** A quality in someone that isn't the best, but isn't bad enough to be considered a red flag
- ▶ **Bet:** "Okay" "Gotchu"
- ▶ **BFFR:** Be F\*\*king For Real 
- ▶ **BFFS:** Best Friends Forever
- ▶ **Big Yikes:** It's like yikes.... but so much worse
- ▶ **Boujee:** Someone who is living a luxurious yet humble lifestyle
- ▶ **Bruh:** Short for brother, can also be used to express surprise
- ▶ **Bussin:** Really good
- ▶ **Camp:** Used to describe something that is over the top and unique
- ▶ **Cancelled:** To stop support of something or someone because of their unethical actions
- ▶ **Cannon Event:** An event that shapes and defines who a person is
- ▶ **Cap:** Not the truth, a lie 
- ▶ **Cash:** Something that is awesome or cool
- ▶ **Catch feels:** Develop feelings for someone, a crush
- ▶ **Caught in 4k:** Someone who is caught doing something
- ▶ **CEO:** Used when someone is seen as a leader or boss of a social group of place
- ▶ **Cringe:** Embarrassing and awkward 
- ▶ **Dank:** Excellent
- ▶ **Dead:** A response to something that is funny, like 'I'm Weak' (I'm dead that's so funny)
- ▶ **Delulu:** Delusional 
- ▶ **Dip:** To leave (imma Dip)
- ▶ **DL:** Down Low, under the radar (keep it on the DL)
- ▶ **Drag:** A boring experience (today was a drag) or to roast someone (omg she just got dragged) 
- ▶ **Dub:** Win
- ▶ **Dupe:** A more affordable version of a luxury or more expensive item (I just bought a Gucci dupe!)
- ▶ **Eras:** A stage of life that you are in (I'm in my fitness era!)
- ▶ **Extra AF:** Something / someone that is over the top or is simply doing too much
- ▶ **Fav:** Favorite 
- ▶ **Finna:** Getting ready to do something 
- ▶ **Fire:** Outstanding (that outfit is FIRE!)
- ▶ **FBI Search:** Taking the time to search up someone online, usually on social media
- ▶ **The Feels / In My Feelings:** Something that is emotionally moving
- ▶ **Flavortown:** Guy Fierri slang term, it is a state of mind where food and fun meet in harmony
- ▶ **Flex:** To show off
- ▶ **For the Plot:** Gen Z's take on "YOLO" (you only live once)
- ▶ **FRFR:** For Real For Real, to emphasize the truth in a statement
- ▶ **Fugly:** F\*\*king ugly 
- ▶ **FYP:** For You Page on TikTok
- ▶ **FOMO:** Fear Of Missing Out
- ▶ **Gassing:** Encouraging or hyping someone up
- ▶ **Its Giving:** To describe something or someone in a dramatic fashion (Its giving rich and famous)
- ▶ **Ghost:** To cut someone off without any reasoning or explanation
- ▶ **Glow Up:** Someone who improved their appearance
- ▶ **Granola:** Someone who loves the outdoors

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- ▶ **Heated:** Angry
- ▶ **Here for This:** When you like or enjoy something
- ▶ **High-Key:** Used in replace of 'very' 'really' 'a lot' and 'much'
- ▶ **Hits Different:** Something that has a profound impact on you 
- ▶ **Hit Up:** To ask for something
- ▶ **Hot Take:** An opinion that goes against the popular belief
- ▶ **Hype:** Exciting or cool 
- ▶ **Ick:** When you get a sudden dislike for something or someone
- ▶ **IRL:** In real Life 
- ▶ **IYKYK:** If You Know... You Know
- ▶ **L or Taking an L:** LOSER! or Taking a Loss
- ▶ **Left No Crumbs:** When you do something perfectly
- ▶ **LFG:** LETS F\*\*KING GOOOO!
- ▶ **LOL:** Laugh Out Loud
- ▶ **Locked In:** Committed to doing something 
- ▶ **Mad Hyped:** Really excited / pumped
- ▶ **Main Character:** A type of energy someone gives off, thinking they are the main character in their own story
- ▶ **Memes and Memz:** Memes and memories, doing something for a good joke or a fun memory 
- ▶ **Mid:** Not great but not horrible (food was mid)
- ▶ **Mr. Worldwide:** Gen Z icon, singer-songwriter Pitbull
- ▶ **NGL:** Not gonna lie 
- ▶ **No Cap:** Not a lie, the truth
- ▶ **Okay Boomer:** A response to older people who are out of touch with modern culture and beliefs
- ▶ **(period):** Said at the end of a statement to signify the end of the discussion, mic drop moment
- ▶ **Pressed:** Mad or annoyed at something 
- ▶ **Put on Blast:** Publicly calling out someone's attitudes, behavior, opinions
- ▶ **Receipts:** Proof and evidence used to call out someone
- ▶ **Rent-Free:** Obsessively thinking about someone or something when its usually irrelevant or not important 
- ▶ **Rizz:** Charisma 
- ▶ **Salty:** Someone who is bitter or irritated 
- ▶ **Say Less:** Agreement or acknowledgement 
- ▶ **Sending Me:** Expressing humor or joy (this joke is SENDING ME!)
- ▶ **Ship:** From the word 'relationship' used when you want two people to be together
- ▶ **Sis:** A biological sister or a close friend 
- ▶ **Simp:** Someone who shows excessive sympathy or attention to a person where the feelings aren't reciprocated
- ▶ **Shook:** Shocked / surprised 
- ▶ **Slaps:** Excellent or amazing
- ▶ **Slay:** To describe someone who impressed you or did something amazing
- ▶ **Stan:** Fans who are highly engaged and supportive of someone
- ▶ **Stand on Business:** To stand by the boundaries and standards you set for yourself. Don't talk the talk walk the walk
- ▶ **Sus:** Suspicious 
- ▶ **Tea:** The hot gossip, someone that someone might not know
- ▶ **Touch Grass:** When someone is online for so long, they need to log off and go outside 
- ▶ **Trash:** Not good, horrible
- ▶ **Understood the Assignment:** Someone who is giving 100% in whatever they are doing
- ▶ **Vanilla:** Someone who has ordinary and basic characteristics
- ▶ **Vibe Check:** The general atmosphere of a group of people or a room. Can be good or bad vibes
- ▶ **Vibing / Vibes:** To have positive feelings about something
- ▶ **I'm Weak:** To express humor without laughing 

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