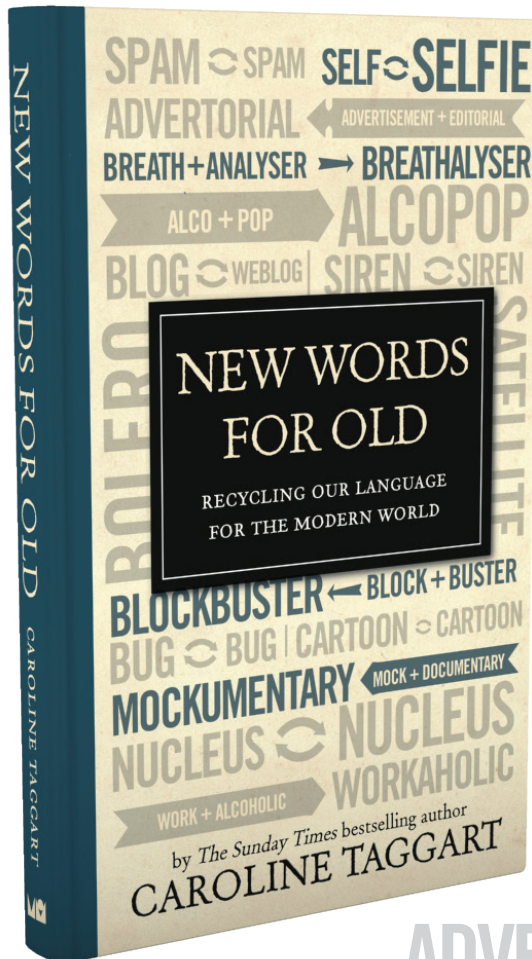


NEW WORDS FOR OLD

CAROLINE TAGGART



Publication date: 5/11/2015

Price: £9.99, hardback

Michael O'Mara Books

The English language is a versatile and agile thing, and as our world changes, so too does the way we use it. Aspirin, television, selfie – there was a time when these creations didn't exist, but rather than coin a completely new word to describe them, we often adopt and adapt existing words to suit new purposes, or simply put two together to form a third.

New Words for Old looks at the story behind the words we use every day and how their meanings have changed over time. From technology and fashion to politics and music, our language displays centuries of imagination and creativity, so often overlooked.

TARMAC ← TAR + MACADAM

ADVERTORIAL ← ADVERTISEMENT + EDITORIAL

HITCH-HIKE ← HITCH + HIKE

YOLK ↔ YOLK

ALCOPOP ← ALCO + POP

Caroline Taggart's books have sold over 850,000 copies and the first book she wrote was *I Used to Know That*, a *Sunday Times* bestseller published in 2008. This was followed by *My Grammar and I* (also a *Sunday Times* bestseller), *Answers to Rhetorical Questions*, *A Classical Education*, *An Apple a Day* and *Pushing the Envelope*.

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