

INSIGHTS INTO CHILDREN'S LANGUAGE FROM OXFORD DICTIONARIES FOR CHILDREN

Based on findings from BBC Radio 2's 500 Words competition 2017

The proper noun **Trump** has gone from 112 mentions in 2016 to 1,959 this year **THAT IS AN INCREASE OF 1,628%!**

The word **trump** appears a total of 2,296 times in the 2017 stories, as a noun, proper noun and as a verb

“An enormous spaghetti monster confronted him. It was the height of Trump tower and as wide as a football pitch!

BOY, 9

POLITICAL LANGUAGE IS ON THE RISE

A CLUSTER OF AROUND 30 POLITICAL WORDS SHOWED A 58% INCREASE IN FREQUENCY SINCE 2016, INCLUDING...

PRESIDENT
2,032 mentions

VOTE
660 mentions

DEBATE
343 mentions

New expressions like Brexit, Article 50 and fake news have appeared in stories this year

WORD PLAY

Trumptania

Trumpinator

TRUMPINGTON

Trumpwinningtastic

Trumpalot

TRUMPLESTILSKIN

Trumpdiddlydumper