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## In Their Own Little World

March 15, 2007

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*Parents struggle to understand language used by today's image conscious kids who now start to create their own identity as early as Kindergarten*

Image conscious kids are baffling their parents with a language termed by experts as 'Mumblese'. From as early as 3-4 years, kids are beginning to develop their own sense of style and are very brand orientated and image conscious. It's all a part of forming their own identity, nothing new about that, except for two distinct differences. Kids today are becoming more aware at an even earlier age and through technology have created an international language that reflects their attitude, which is about money, clothes and jewellery. Yep the bling-bling culture!

'Mumblese', which simply put is adolescent mumblings and 'Retro Speak' is very much the norm for kids and often includes buzz words, abbreviations and call signs. From the age of 3-4, children start to develop preferences, so by being able to communicate with their kids and to understand their mindset, it is essential that parents understand 'Mumblese', 'Retro Speak' and other encrypted slang.

Shannon Norris, Exhibition Director, The Mother Baby & Child Show Abu Dhabi, said, "As soon as their children start to read and write, parents need to be prepared to communicate in a language their kids have made their own. This will give them an insight into what influences their children are exposed to and how they contribute towards their identity and image. At our event, brand ambassadors will be on hand to discuss these issues and advise parents of the latest trends in communication."

Kids communicate with each other through email, web sites, blogs or by text messaging to their mobile phones. But parents who want to understand this new mindset have found that there is a whole new language to learn. According to radio station 89.7 WKSU, with the advent of 'hip-hop' music, 1960's retro slang is back in vogue, with terms such as dig, dude, groovy, cool, hip, chill, but that's not the half of it.

Abbreviated typing online through email or instant messaging has proliferated the internationalisation of slang. Renowned lexicographer Jonathan Green has dubbed the new language "globespeak". He says in electronic communication 'hello' is just not quick enough it has to be 'hey' or 'yo'. Other shortcuts include LOL (laughs out loud) but generally they use half a word which takes a while to catch on but used repetitively it becomes a part of their everyday language.

With more than 25,000 visitors expected over 3 days, The Mother Baby & Child Show has 'grown up fast' since cutting its teeth in 2004. Its latest off-spring is due at the Abu Dhabi National Exhibition Centre on May 24 - 26 2007.

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