

THE EVOLUTION OF COOL

Some words come and go from our everyday vocabulary but one that has stood the test of time is “cool”. If someone says this is cool or not cool, you know what they mean. For a while in the sixties and seventies “far out” crept into our narrative. It was more vague. It came when space exploration was in its infancy. Back then the moon was.....far out there. Now it's just a pit stop on the way to mars.

Far out has been replaced by “awesome”. If you could put some chocolate sprinkles on my latte that would be so “awesome”.

Another word that was popular in the sixties was “dig”. It was a kick back to a time when beat poets recited their poetry in dark cafes on a stage illuminated by one dim light bulb. Instead of applauding the audience would snap their fingers and say....I dig it man....it's really cool.

Dig however didn't survive the disco days of the eighties. It's shelf life was about the same as “groovy”, which even though it was used by Jimi Hendrix a lot, it couldn't stand the test of time.

Cool has proven itself over the decades. It is very common in the tech narrative and can be used when you really don't understand what someone is talking about but you imply that you do by saying....that's cool. It is a simple way to save face when you are surrounded by people 50 years younger than you and much smarter.