

Takaichi's 'Work, Work, and Work' Soundbite Wins Buzzword of the Year

2025年の新語・流行語大賞では、高市早苗首相のスピーチの一節が年間大賞に選ばれました。その言葉には、これからの政治や社会に向けた強い決意が込められていたといわれています。また、SNS発の言葉やキャラクターの名前など、その年ならではの表現も多くトップテンに入りました。流行語には、その時代の空気や人々の気持ちが映し出されますよね。あなたが一番おもしろいと思った流行語はありますか？



1. Article

Read the following article aloud.

Prime Minister Sanae Takaichi's statement that she would "work, work, work, work, and work" won the Grand Prize for the 2025 Buzzword of the Year on December 1.

She made the remark on October 4, during a speech to party members after being elected the first female president of the Liberal Democratic Party.

In her address, she urged members to unite, tackle policy challenges, and rebuild the party. Emphasizing her own determination, she declared, "I will abandon the concept of work-life balance. I will work, work, work, work, and work."

The judges explained their choice for the top buzzword, noting that "this kind of spirited, gutsy rhetoric, which is rare in recent years, shocked the business world, which has been promoting work-style reforms." They added, "While it sparked controversy, many members of the Showa generation likely felt a sense of nostalgia because that's how work used to be for them."

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1. Article

Other top buzzwords:

1. Ehho, Ehho: An internet meme inspired by a photo of a barn owl chick running across grass. The phrase "Ehho, Ehho" is a Japanese onomatopoeia representing the sound of running with effort.
2. MYAKU-MYAKU: The official mascot of Expo 2025, held in Osaka, Kansai.
3. Trump Tariffs
4. Old, Old, Old Rice (古古古米): This term drew attention when the Japanese government released long-stored rice to help stabilize prices. Literally meaning "very old rice," the grains had been stockpiled for several years.
5. Emergency Gun Hunting / Bear Damage: These terms reflect the surge in bear attacks across Japan in 2025.

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2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. **elect** 選出する、選ぶ

The prime minister was elected in October of 2025.

2. **address** 演説、スピーチ

The president gives an address every year to report on the condition of the country.

3. **determination** 決意、強い意志

Through determination Jamal survived a week in the mountains before being rescued.

4. **represent** 表す、象徴する

The color blue often represents peace.

5. **release** 放出する、公表する

The volunteers released thousands of young fish into the river.

3. Questions

Read the questions aloud and answer them.

1. In your own words, not reading directly from the article, what did Prime Minister Takaichi say in her October 4 speech?
2. Why was Prime Minister Takaichi's statement so surprising? Why did it become a buzzword (a suddenly popular expression)?
3. Of the five buzzwords mentioned in the article, which ones do you like the most or feel are the most interesting? Why?
4. Have any other recent buzzwords caught your attention?
5. People sometimes have mottoes to motivate themselves. What is your motto? If you do not have one now, please think of one.

4. 2025新語・流行語大賞「働いて働いて…」、トップテンに「エッホエッホ」「古古古米」

今年話題を集めた言葉に贈られる「現代用語の基礎知識選 2025T&D保険グループ新語・流行語大賞」が12月1日発表され、高市早苗首相の発言に基づく「働いて働いて働いて働いて働いてまいります／女性首相」が年間大賞に選ばれた。

「働いて働いて…」は10月4日、高市氏が女性初の自民党総裁として選出された際、演説で党員らに向かって発した言葉。

高市氏は、政策課題や党の立て直しのために、一丸となって働く必要を訴えた訴えた上で、自分自身に対する決意として「ワークライフバランスという言葉捨てます。働いて働いて働いて働いて働いてまいります」と力を込めた。

受賞理由では、「このところとんと聞かなくなった気合の入った物言いに、働き方改革推進に取り組む経済界はド肝を抜かれた」と講評。「物議を醸した一方で、共感した昭和世代も実は多かったのではないか。『仕事ってそういうものだったな』と」と評した。

また、トップテンには、SNSで多くの人がフクロウの走る姿をまねした動画を投稿する際に発した「エッホエッホ」や、大阪・関西万博のキャラクターとして人気を博した「ミャクミャク」のほか、トランプ米大統領が日本をはじめ各国に要求した「トランプ関税」、コメの価格抑制を目的に政府が備蓄米を放出したことで話題となった「古古古米」、全国各地でクマの被害が多発したことに伴う「緊急銃猟／クマ被害」などの時事ニュースに関する言葉が選ばれた。



出典：2025新語・流行語大賞「働いて働いて…」、トップテンに「エッホエッホ」「古古古米」

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