

Retronyms

A “retronym” is a new name for an old thing. As technology improves and changes our daily lives, our habits and cultures change, and words are changed or new words are generated in order to suitably label some new/changed things. Here are some examples:

Old name	New name	Note(s)
music	live music	Before we had the technology to record sound and music, <u>all</u> music was live.
movie	silent movie	Before films contained audio, they were <u>all</u> silent.
talkie	movie	When films first contained audio, they were called “talkies”. Nowadays <u>all</u> films are “talkies”.
telephone	landline	Before the invention of mobile telephones, <u>all</u> telephones were linked by “lines” through the “land”.
milk	dairy milk	Nowadays we have the options of many types of milk, including: dairy (from a cow with nothing added), organic, almond, soy, goat, sheep, fortified, keto and probiotic.
flavouring	natural flavouring	As technology has improved, we have invented many artificial flavours for processed foods. Before this, <u>all</u> flavourings were natural.
meeting	face-to-face meeting	Before the Covid pandemic, most meetings were face-to-face. Nowadays, we have the option of online meetings.
wireless	radio	When the radio was first invented, it was called a “wireless”, because it is a device that receives waves through the air, without the need for wires.
guitar	acoustic guitar	Before the invention of electricity, <u>all</u> guitars were acoustic.
camera	film camera	Before digital photography, all cameras used a film. Today, most cameras are digital, but “film cameras” are still available to buy.
clock	analog clock	When digital clocks were invented, the old type of clocks were called “analog clocks”.
store	high-street store	Today, many people make online purchases, but going to a “high-street store” is still possible. Before the internet, all stores were just “stores”.