

know

your -nyms

marketing

-nym

from the Greek

meaning 'word'

it's like the surname

to a family of words

in the language of language



-nym
get to
know
the -nyms



PARANYM

A word or phrase with the same meaning as another, but with a more positive or polite inference.

dearly departed	dead
sleep with	f**k

PARONYMS

Words with the same stem or root, but different meaning.

affect	effect
promise	premise
paranym	paronym



HYPERNYM

A broad term for a group of elements or category.

flower

food

colour

fish

HYPONYM

A specific element that can also be named by the category in which it sits.

rose

fish

rose

plaice

NOTE: A word can be both a hypernym and hyponym.



ANTONYMS

Different words meaning the opposite of each other.

hot

cold

fast

slow

AUTANTONYM

A word with two opposite meanings.

dust

add or remove small particles

literally

specifically or figuratively



Is it important to know the -nyms?

Well, no.

Will they help you communicate?

It's unlikely.

Should they be left to die in Greece?

Probably.

But while they do exist, isn't knowing
better than...well...not?

If you'd like us to look into an extra
word that bothers you, get in touch.



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