

KEY

YELLOW = Animated parts (for Eddie to do)

GREEN = Clip/Cutaway with audio

ORANGE = Visual clip/material only

BLUE = La'Ron to film/on screen

OTHER BLUE = La'Ron to VO over other visuals

MAGENTA = Rewritten lines to re-record

[Intro]

One of the most enduring elements in media is the catchphrase. From a single sentence to a single word, it immediately evokes a character or a show in a way that's instantly recognisable.

But in modern day media, it seems the catchphrase has fallen out of fashion. It used to be everywhere but now it's either seen as too forced or too cringe. Especially in comedy, and the ones we do have will only continue to dwindle with age.

So what happened to the catchphrase?

How it is used to compliment character, used to make us laugh and used to make us buy things.

I hate it when the things I'm watching become so commercialised.

But first - a word from our sponsor!

[Sponsor]

THE TRUTH IS OUT THERE

Where do catchphrases come from?

Many are rooted in some kind of truth, an expression of something common, but also sincere.

Where come from = LiveLongAndProper.mp4

Truth = "Everybody lies" <https://www.youtube.com/watch?v=HgXpvzt7Qg8>

Common = "You're fired" <https://www.youtube.com/watch?v=chSLHtgNUR4>

Sincere = Frasier on radio Frasier ImListening.mp4 "I'm listening"

(which flows nicely into the radio discussion)

Some of the earliest examples of a catchphrase can be found in radio. Robb Wilton's "The Day War Broke Out...", Arthur Askey's "I thank you"

ArthurAskey.mp4 32:13 "I thank you"

But one of the very first radio catchphrases was Sandy Powell. In 1933, he was doing a live recording on the radio of his comedy record Sandy At The North Pole.

He asks to be put through to his mother, the joke being that his mother would be found at the pub.

SandyPowell.mp4 (audio, may need to use album art or other Sandy Powell footage)

1:17 "Tell her to leave her bread and milk and come and listen to her son Sandy speaking from the North Pole"

1:39 "Can you hear me mother?"

It was basically an ordinary line in the sketch, which got repeated several times after some jokes.

4:38 "Talk about cold, well you all heard the old saying about it being cold enough to freeze the... can you hear me mother?"

The story goes that during the recording, Sandy Powell dropped his script. And this was live radio, so to fill the air, he repeated "Can you hear me mother?" some more times. This then led to the phrase being repeated by audiences, so the next day the theatre manager told him to say it again and it stuck with him throughout his career.

<https://www.youtube.com/watch?v=7c7MOPe42tc>: 12:27 "there's one little thing" to "can you hear me mother" and some applause.

He says, "It just goes to show that you can't kid the people. They pick what they fancy, no matter how you try to push them."

Extract: <http://voices-of-variety.com/sandy-powell/>

With the boom of television sets entering American homes in the 1950s, this led to what was originally called the Golden Age of TV, and such as *The Honeymooners*. In response to *The Bickersons*, a show about a feuding married couple, Jackie Gleason wanted to do a more realistic portrayal of a feuding married couple, initially as sketches before becoming a short-lived tv sitcom. And it gave rise to "Bang Zoom", "To the moon!" and "Pow, right in the kisser". It's obvious this is not meant to be taken seriously, but it can be hard to ignore the comparisons to domestic violence, especially for women in an era when it wasn't taken seriously, [extracts] further trivialised by comedy catchphrases. [1]

Bang Zoom 3:50 <https://www.youtube.com/watch?v=kyGNTKdpU74>

Honeymooners To The Moon.mp4

Pow, right in the kisser 22:10 <https://www.youtube.com/watch?v=ayk8FOtjip4>

General clip: <https://www.youtube.com/watch?v=-FhWB1POWQ>

[1] <https://www.youtube.com/watch?v=0P84NIVGJsw> "just used space travel as a metaphor for beating his wife"

[Extracts:

"During the 1950s there were no laws to protect battered women and assaults on women were not considered as a crime." from

<https://www.123helpme.com/essay/The-1950s-Woman-269710#:~:text=Domestic%20abuse%20during%20the%201950s,enforcement%20would%20not%20get%20involved.&text=When%20a%20man%20was%20abusing,for%20something%20she%20did%20wrong>

"Most domestic batterers showed a consistent pattern of violence and manipulation for the purpose of power and control. During most of the 1900's, domestic violence was acknowledged, but treated as a private family matter."

<https://www.ojp.gov/ncjrs/virtual-library/abstracts/changing-attitudes-about-domestic-violence>

Plus headline from: <https://slate.com/human-interest/2011/05/housewives-didn-t-live-in-bliss-in-the-50s.html>]

Audrey Meadows, who played Alice, the on-screen wife, acknowledges [extracts] with the increased openness and awareness of abuse, this would probably be unpalatable to a modern day audience, but said this was meant to be seen just letting off steam and there was no violence, so a not-really-threatening threat between couples, since even the most loving couples do argue sometimes. Which made it an ugly but more honest portrayal than it's squeaky clean counterparts. [1]

Extract:

Interviewed by Phyllis George on "The CBS Morning News," Audrey Meadows said of Ralph and Alice, "He never did touch her. There was no violence there. It was his way of letting off steam, and that's it," although she added that because of the openness with which wife and child abuse are discussed today, threats of violence in "The Honeymooners" might be "a little too strong" for contemporary audiences.

https://www.washingtonpost.com/archive/lifestyle/style/1985/02/17/the-golden-age-of-jackie-gleason/6e2db5d6-8065-4908-8867-e38e8354d1b9/?utm_term=.bfde87ef8144

[1] <https://www.youtube.com/watch?v=sXVEWmxkmbQ>

https://livinghistoryfarm.org/farminginthe50s/life_17.html

<https://www.nytimes.com/1987/11/14/opinion/pow-right-in-the-kisser.html>

https://www.washingtonpost.com/archive/lifestyle/style/1985/02/17/the-golden-age-of-jackie-gleason/6e2db5d6-8065-4908-8867-e38e8354d1b9/?utm_term=.bfde87ef8144
<https://slate.com/human-interest/2011/05/housewives-didn-t-live-in-bliss-in-the-50s.html>
<https://www.123helpme.com/essay/The-1950s-Woman-269710#:~:text=Domestic%20abuse%20during%20the%201950s,enforcement%20would%20not%20get%20involved.&text=When%20a%20man%20was%20abusing,for%20something%20she%20did%20wrong.>

Likewise, 60's British sitcom Steptoe & Son stood out against the light-hearted farcical and slapstick comedy of the 60s and 70s, to present a more grim looking show, holding up a mirror to the social realism of the lower class, represented by the rag and bone men. Which is also reflected in their usage of slang which became synonymous with the characters.

"you dirty old man" <https://www.youtube.com/watch?v=cW43skkLZc>

General clips: <https://www.youtube.com/watch?v=VxG-l5808f0/>

<https://www.youtube.com/watch?v=sqEVpXCvMak>

And this idea of slang becoming a catchphrase, because it not only represents a character but also a culture, is found throughout media.

Del Boy - Lovely Jubbly 23:30 Only Fools And Horses The Jolly Boys Outing.mp4

Diff'rent Strokes - What'choo talkin' bout Willis? <https://www.youtube.com/watch?v=JlphObkoEEM>

Catherine Tate - Am I Bovvered The Catherine Tate Show.mp4

TMNT - Cowerbunga <https://www.youtube.com/watch?v=4cc-d81mS7I>

When it's character affirming and sincere, a catchphrase can start to become someone's trademark or their signature.

"I'll be back" <https://www.youtube.com/watch?v=trcziQaM8qI>

Even families and friends can share their own personal catchphrases that evolve out of nothing, in-jokes that'll probably make no sense to anyone, so it makes you feel like a special part of a group.

Evolve: Legendary (ie 3:33) https://www.youtube.com/watch?v=O_mJwQ1_ZM

No sense: Spoon <https://www.youtube.com/watch?v=rcm-J7lQT3w>

Whenever a cat rolls onto its back, for years my family called it the "waa-waa-waa" just because of this one advert for cat food.

[ITV ad break 1997.mp4 2:37](#)

A catchphrase can become emblematic of the show, the character or even just a feeling because it's based on something true, rooted in being relatable and real. That's why we quote them when we find ourselves in a similar situation. Especially, when it's funny.

Character: https://www.youtube.com/watch?v=X1qTyZl_VIM

Feeling: 0:56 https://www.youtube.com/watch?v=zO_sP6ioQYU

Related and real: FastShows2Ep5.mp4 3:10

Quote them esp. funny: FatherTed.mp4 7:16 shocking him with catchphrase and beaten up at 7:46

ARE YOU HAVING A LAUGH?

Catchphrases compliment comedy and so it can take on many forms.

An intro: "What's Up Doc?" (Bug Bunny) [[Looneytunes.mp4 39:25](#)]

An outro: "It's goodnight from me / And it's goodnight from him" (Two Ronnies)

[TwoRonnies.mp4 42:15](#)

The set up: "During the war... boyfriend shot him" (Only Fools & Horses)

[RodneyComeHome.mp4 01:05:40](#) - cut up so it's just Albert's lines

Or the punchline. "Found original copy of Bible...Which was nice" (Fast Show)

[FastShowS2Ep5.mp4 26:20]

[Show the catchphrase as text on screen - in the case of Only Fools and Fast Show, not the whole phrase]

These can also be some kind of exclamation ("D'oh" The Simpsons) or proclamation ("You eediot" Ren & Stimpy) but it serves the same purpose of saying "and that's the joke" [1], like an alternate version of the musical sting. [2]

[The Simpsons S06E22 Round Springfield.mkv 17:32]

[Ren and Stimpy S01E01 Stimpy's Big Day - The Big Shot 6:45]

[1 AStartsBurns.mp4 5:44]

[2 Always Sunny Titlecard.mp4 brief bit of the music, you'll have to hide the cursor]

In comedy, these serve the purpose of being a running gag. ("Who loves orange soda" Kenan & Kel)

[<https://www.youtube.com/watch?v=SYLJ5Bddh8> right at start]

Such as South Park. In practically every episode of the early seasons, the character Kenny would die in some overly-horrific way, and the characters would respond with:

"Oh My God, they killed Kenny / You bastard" (South Park).

[https://www.youtube.com/watch?v=00v3A_U8C4]

And then he would return like nothing happened in the next episode. The cartoon violence was entertaining, but Trey Parker and Matt Stone grew sick of trying to force Kenny's obligatory death in every episode, finding it to be such a chore. And being basically a walking muffled prop, [1] there was little else they do with the character. The joke had run its course. In season 5, Kenny permanently died, [1] which gave room for other characters like Butters a chance to shine [2]. Kenny returned in classic alive form at the end of season 6 [3] and ever since his deaths have become much less frequent but when they do happen...[4]

[1 Extract "He's such a prop," says Stone. "He can't really talk."

[<https://www.cbr.com/why-south-park-doesnt-kill-kenny/>]

[2 <https://www.youtube.com/watch?v=mZXpl3IEJEY>]

[3 <https://www.youtube.com/watch?v=3TSC0MizncU>]

[4 <https://www.youtube.com/watch?v=qCPEolRmxu8>]

[5 Post Covid 9:20 "and that got us thinking oh my god they killed kenny"]

[Extra footage (obnoxious music throughout sadly <https://www.youtube.com/watch?v=qJcs9kw85GY>)]

[South Park movie also in assets for coverage/b roll]

[<https://www.cbr.com/why-south-park-doesnt-kill-kenny/>]

Catchphrases as running gags became staples in British sketch shows. [0] Little Britain, Goodness Gracious Me, The League Of Gentlemen, and it massively aided their popularity. In 1988, there was the live comedy show Friday Night Live [1], not to be confused with Saturday Night Live [2], although they did originally air on Saturdays [3], so it is confusing. Featuring appearances from Ben Elton [4], Fry and Laurie [5] and The Dangerous Brothers [6]. Look it's my video, and if I can mention Rik Mayall, I will. [7]

Anyway, this is where a legend in the sketch show scene, Harry Enfield debuted his character Loadsamoney [8]. A plasterer who was purposely obnoxious about his earnings. He was made to be a commentary on the Thatcher government and the catchphrase even made into parliament. and even Thatcher herself brings it up. [9]

[0 <https://www.youtube.com/watch?v=KyCsgreATug> / https://www.youtube.com/watch?v=H-uEx_hEXAM]

[1 FridayNightLive1.mp4 0:37 logo]

[2 <https://www.youtube.com/watch?v=0EQq8DUbn84>]

[3 SaturdayLive.mp4 3:47 logo]

[4 FridayNightLive1.mp4 1:08]

[5 SaturdayLive.mp4 59:40]

[6 DangerousBrothers.avi the can "bang" at 1:45]

[7 Bottom Digger.avi 14:30 "what a charming smashing blouse you have on"]

[8 FridayNightLive1.mp4 50:57 "stick in the slot right" to "slam slam slam"]

[9 Extract "we are told that all we care about is "Loadsamoney"]

<https://www.margarethatcher.org/document/107352> over footage of Thatcher1988.mp4]

[General Loadsamoney footage - FridayNightLive1.mp4 from 49:29 / FridayNightLive2.mp4 from 25:14]

The catchphrase got so huge, it was turned into a song and peaked at number 4 in the charts. [1] Yeah I don't know why either.

[1 Harry Enfield - Loadsamoney (Doin' Up the House).mp4 - pick a sample to put here, the whole video is nuts]

The character was a huge hit, but Harry Enfield became concerned the political satire element was being lost as people were turning him into a hero. So on Red Nose Day 1989, he officially killed off the character, [1] and would eventually replace him with a more unambiguous caricature of the Conservatives. [2]

[1 Harry Enfield Loadsamoney On Red Nose Day 1989 Comic Relief (VHS Capture).mp4]

[2 ToryBoyJob.mp4 0:14 "workshy scroungers etc." to "milky bar please mother" but trim as much as you can]

also ToryBoyBreakfast.mp4 for extra footage]

https://www.chortle.co.uk/comics/h/33194/harry_enfield

<https://www.pushkin.fm/episode/the-satire-paradox/>

Harry Enfield's regular co-star Paul Whitehouse, would go on to co-create The Fast Show. During a press event for Harry Enfield & Chums, a press tape of the show was put together with just the fast-cut highlights. This inspired Whitehouse and co-creator Charlie Higson to assemble a show that would be just the highlights. Rapid fire sketches like some kind of fast show. With the sketches being boiled down to just their essentials, it allowed for a huge plethora of catchphrases.

[Hypercut time:

FastShowEp1 0:00 "Hi I'm Ed Winchester" 2:19 "You ain't seen me, roight?" 4:34 "Jumpers for goalposts" 11:35 "Scorchio"

FastShowEp3 2:30 "Suit you sir"

FastShowEp3 2:26 "Cheesy peas!"

FastShowS2Ep1: 2:04 "Nice" 3:34 "Little bit whoa, little bit wahey" 8:40 "Brilliant" 19:22 "This week I 'ave been mostly eating-"

FastShowS2Ep4: 2:38 "Coughing - ARSE!" (maybe one to end on)

FastShowS3Ep1 0:30 "Me?" 3:13 "HA!" 5:53 "Even better than that!" 12:24 "I'm an alien!" 16:20 "No offense!"

Mix up the order so it's ideally not the same actor back to back, feel free to trim out or outright cut my suggestions if they run on too long or don't flow - it's meant to be just a quick flurry, rather than trying to show every single one]

But what helped them be so endeared was often how grounded they were, either something relatable [1], or something you might overhear from the bloke in the pub. [2]

[1 FastShowS2Ep3 28:40 "Does my bum look big in this?"]

[2 FastShowS2Ep4 17:06 "does anyone fancy a pint?"]

Being so fast paced, it might have been difficult to have their characters be any more than two-dimensional talkboxes, who just say the line and leave the stage [1]. How can they show any depth? By weaponising their catchphrases. Rowley Birkin QC tells mostly unintelligible stories interspersed with the occasional coherent word or phrase, [2] but always ending on the phrase "I'm afraid I was very very drunk" [3]. But in one of these speeches, the tone suddenly changes. [4] It's the same catchphrase, but this time it carries a sense of grief, regret and sorrow. It's surprisingly very touching and goes to show the power the catchphrase can have not just as a comedic device but something that defines and redefines a character. [5]

[1 FastShowS2Ep2 10:58 makes for a great visual for this]

[2 FastShowS2Ep2 14:20 "Cairo - AAAAAAAA"]

[3 FastShowS2Ep4 19:52 "I'm afraid I was very drunk"]

[4 Sad Rowley Birkin FastShowS2Ep7 from 15:40 - incl. 16:53 "I held her in my arms... I'm afraid I was very drunk"]

[5 Other touching examples are FastShowS2Ep5 Unlucky Alf 27:55 / FastShowS2Ep6 Ted & Ralph 16:15 - Show some of FastShowEp1 22:36 followed by <https://www.youtube.com/watch?v=rSWCKVdXpC4> 1:01:20 and the turn to nothing next to him.]

Anything could become a catchphrase, but it's success is entirely up to the audience.

YOU MEDDLING KIDS

In I Love Lucy, Lucy's husband Ricky had his famous catchphrase "Lucy, you got some 'splaining to do!"

No he didn't.

Huh whuh?

Ricky Ricardo never said that line.

But it's in Rocko's Modern Life

<https://www.youtube.com/watch?v=VEPTDIHSv8>

And Grey's Anatomy

[GreysAnatomy.mp4]

And Matthew Perry said it, he wouldn't lie

[FoolsRushIn.mp4]

Yeah, I know it's what people say. But no-one said it.

La'Ron Readus, in the words of Ricky Ricardo... "the fuck's this?"

Look, as catchphrases are controlled by the consensus of the audience sometimes the catchphrase is not even an actual quote.

Darth Vader doesn't say "Luke, I am your father" - he says "No, I am your father". [1]

Casablanca never had "Play it again, Sam" but "Play it, Sam". [2]

"Beam me up, Scotty" was never said in the original Star Trek series, despite some near misses. [3]

[1 https://www.youtube.com/watch?v=JOT2p_FGvA]

[2 <https://www.youtube.com/watch?v=7vThuwa5BZU>]

[3 StarTrek1 / 2 / 3 .mp4]

"Lucy, you got some 'splaining to do!" is one of the show's most quoted lines, but this is a Mandela effect. Usually when Lucy winds up in some trouble, Ricky would want her to "splain" what's going on but never used that phrase.

The closest the show got to this line is from Lucy herself.

[I Love Lucy.mp4 7:22 "Ethel, would you excuse us" to "You sure have"]

It is widely thought to be a mistake made by a journalist towards the end of the series, once audiences turned the misquote into the show's catchphrase, nothing could stop it.

This is because audiences have the power to collectively assign a catchphrase to a character whether it's right or wrong.

[1 Love Lucy.mp4 for other visuals plus <https://www.youtube.com/watch?v=FSb5CU-YydE> and <https://www.youtube.com/watch?v=yR-xUWQWTEI>]

[Other misquote examples: <https://www.youtube.com/watch?v=BzIvcTamo-o&t=17s> <https://www.youtube.com/watch?v=Yjq2scojN48>]

Just like my wife.

Huh whuh?

Borat came from Da Ali G Show but gained international recognition thanks to the first Borat film and its many catchphrases. "Very nice", "Jak się masz", "wow-wow-wee-wow".

[Borat 1 at 41:55, 1:18 & 8:50 respectively]

But when quoting Borat, people usually turn to "My Wife" [1] to the point you can just say "Borat voice" and the brain will do the rest. [2]

[1 BobsBurgers.mp4]

[2 <https://twitter.com/ArfMeasures/status/990930728098689024>]

In the first Borat movie, he says "my wife" 9 times, [1] but for the most part it doesn't sound like the catchphrase. He says "my new wife" twice and "my beautiful wife" [2] which are pretty close.

But he finally says "I will make Pamela my wife" [3] - this appears to be the origin of the shorthand impression of Borat and, in turn, a catchphrase.

In fact, in Borat's Subsequent Moviefilm, possibly just to get the obvious stuff out the way, he practically frontloads the film with the catchphrases, [4] like it's an obligation to the audience and then moves on with the film, downplaying the catchphrases with only a couple more wife mentions. [5]

Which shows how a catchphrase's popularity can have an effect on the media itself.

[1 Hypercut of "my wife" in Borat - 2:45, 17:45, 22:50, 24:50, 18:20 (and include "is dead")]

[2 1:04:00 (the two times are close together) & 1:18:40]

[3 01:12:25]

[4 Borat 2 1:00 My wife is nice, not]

[5 4:25 sexy time with my wife / 1:16:20 my new black wife]

Right, like how you keep bringing up "How Does CatDog Poop?" means you're probably going to have to actually make that video?

Err, SMOKEBOMB!... [after a delay, he throws it at La'Ron]

AAARGH! [hit by smokebomb - smoke to be added in post]

90s British sitcom One Foot In The Grave has the grumpy Victor Meldrew wind up in a series of completely unlikely scenarios. [1] Victor's reaction to these moments is naturally "I don't believe it". [2]

Given this is a reaction to something funny, coupled with Richard Wilson's memorable delivery, this cemented its place as a beloved catchphrase. [3]

But once the line started to get popular, the show itself changed.

They started to reduce the catchphrase, rather than say the whole thing. [4]

You can merely tease the line, and it would still elicit a laugh. [5]

In an episode in its last season, [6] there's a kind of self-examining meta episode where unbeknownst to Victor, a play about their lives is being performed, and it highlights the seemingly random things that happen to them, but despite the laughter from the audience

the stage manager shuts down for being too irrational and far fetched. Or as he says "I don't believe it". [7] The catchphrase has come full circle to influence the source material it came from.

[1 OneFootSE4a - 23:30 buried up to head in ground]

[2 <https://www.youtube.com/watch?v=Q18-jmU2PE> 1:06]

[3 same link, same line 1:30]

[4 OneFootSE4b - 9:11 "I don't be..."]

[5 OneFootAlgarve.mp4 24:37 "I..." (laugh)]

[6 OneFootSE6 for this whole paragraph]

[7 OneFootSE6 30:27]

[Other instances: OneFootSE4a - 40:23 gorilla costumes "I don't believe it"]

Rick & Morty introduced the catchphrase Wub A Lub A Dub Dub [1], a derivative of the The Three Stooges expression "Woob-Woob-Woob". [2] As Justin Roiland explains, [extract] the line was intentionally dumb. A counter culture response to catchphrases, to make fun of them. [3] This was further subverted to actually translate to "I am in great pain". [4] But despite the layers of irony, Wub A Lub A Dub Dub persists unironically.

Which is ironic.

So even when the show tries to control the narrative of the catchphrase, ultimately the audience still decides. [5]

But an audience is just people, and people can be manipulated.

[1 Meeseeks and Destroy 19:50]

[2 <https://www.youtube.com/watch?v=UJEbp8Yc3U> / Also around this part, show on screen an extract from this regarding the Three Stooges <https://www.denofgeek.com/tv/the-history-behind-10-cartoon-catchphrases/> - I'm betting I get some R&M hardcore fanboy try to tell me it's an Arsenio reference since that's what Rick says]

[3 Raising Gazorpazorp 2:48 "that's my catchphrase, remember"]

[4 <https://www.youtube.com/watch?v=TuYeMMtozy> 0:09]

[5 <https://www.youtube.com/watch?v=CC5rAX0xHg> 0:10 - try to only show the phrase and little else of this video - also, if you haven't seen this clearly staged prank clip before, I deeply apologise for what you're about to see]

[Other uses: Raising Gazorpazorp 20:30 / Something Ricked 10:23]

[extract:

[We] were making fun of the idea of stupid catchphrases. [At first] it wasn't at all that and then it was funny because it was a dumb catchphrase...

<https://www.cinemablend.com/television/2476721/why-rick-and-mortys-co-creator-isnt-into-fans-saying-wubba-lu-bba-dub-dub-all-the-time>]

I HAVE A CUNNING PLAN

Catchphrases and their by-product popularity can lead to typecasting, where the public eye forces you to perform in certain roles.

In the previously mentioned *Steptoe & Son*, the son, Harold, has dreams of growing beyond this status but is pushed back by society and held back by his father, trapping him in place forever. And this had a real life parallel as the actor, Harry H. Corbett struggled to return to dramatic roles, forcing him to come back again and again. [1]

<https://www.theguardian.com/media/2002/aug/19/broadcasting-arts>

[1 Steptoe & Son Star Is Born <https://www.youtube.com/watch?v=J6Yt6P9S3WU> 27:40 "mister are you an actor" "no, I'm a rag and bone man, all I'll ever be"]

Star Trek actors also regularly face typecasting.

Jonathan Frakes saying "it's better to be type-cast than not to be cast at all"

<https://web.archive.org/web/20011115185829/http://www.bbc.co.uk/cult/st/interviews/frakes/printpage.html>

Many of them have come to accept and embrace the impact they have on the fans, including their catchphrase.

<https://www.youtube.com/watch?v=HJh36d5aD6U> "Engaged"

So as much as a catchphrase can hold a career back, it can also give it back.

In the 90s, after Rick James kidnapped a woman during a cocaine fuelled binge and when on bail for that incident, kidnapped two more women, [1] his music career kinda took a hit. [2] Until in 2004 when a comedy sketch popularised the catchphrase "I'm Rick James, bitch", [3] leading renewed interest in his music and brief career revival [4] before dying that same year. [5]

[1] <https://www.youtube.com/watch?v=Vb4DkMl4zu4> with overlay headlines

<https://www.latimes.com/archives/la-xpm-1991-08-03-me-242-story.html> /

<https://www.latimes.com/archives/la-xpm-1993-08-31-me-29801-story.html>]

[2] <https://www.youtube.com/watch?v=QYHxGBH6o4M> start colour but fade to B&W]

[3] <https://www.youtube.com/watch?v=ry2XILUKotI> 2:08 - minimise general usage of Chappelle as much as possible]

[4] Rick James at the 2004 BET Awards 0:14 "I'm Rick James, bitch"]

[5] headline https://archive.sitrib.com/story.php?ref=/faith/ci_2389482

Did I forget to mention anyone in that section?

Nope

Good, moving on.

So a catchphrase has the power to control the spotlight, even if you're not the star.

[The Simpsons S03E06-Like Father Like Clown.mkv 20:49]

Somewhere else in the 90s, Family Matters had the character Steve Urkel turn up for what was meant to be a one-off role. However, he proved to be so popular with audiences, along with his memorable catchphrases, [1] that he got promoted to a main character, which initially ruffled the feathers of his co-stars, but the move proved to be a huge success for the show. [2]

[1] Steve Urkel.mp4 "did I do that?"]

[2] urkelNYT.png]

General clips: <https://www.youtube.com/watch?v=XumTsKqLfA/>

<https://www.youtube.com/watch?v=S2kljloUHY/> / <https://www.youtube.com/watch?v=Uj70aN0-TM0>

<https://web.archive.org/web/20110129192901/http://www.time.com/time/magazine/article/0,9171,988375,00.html>

<https://tvseriesfinale.com/tv-show/family-matters-jo-marie-payton-16891/>

<https://www.cheatsheet.com/entertainment/family-matters-steve-urkel-popularity-strained-cast-relationship.html/>

This contrasts with ~~Different Strokes~~ Good Times, [1] where the catchphrase "DY-NO-MITE" [2] made JJ into a breakout star. So the series shifted to include them even more which clashed with the show's premise and co-stars, [3] and all the studio meddling eventually led to a decline of ratings and the show's eventual cancellation.

[1] Intro: <https://www.youtube.com/watch?v=s6gNo4-1r6k>

[2] https://www.youtube.com/watch?v=xcZAX_gK148 0:36]

[3] badtimes.png]

General clips: <https://www.youtube.com/watch?v=WfT6nmQeebQ/>

<https://www.youtube.com/watch?v=E9YsYxKkAIM>]

Likewise, studio meddling can create a catchphrase artificially.

[David S Pumpkins <https://www.youtube.com/watch?v=S00xWnqow>] 2:58 "any questions" "yes, several!"]

Or forced-

[Bojack "yowza yowza bo bowza"]

Obviously there's nothing wrong with inventing a catchphrase to be a catchphrase.

Homer's "D'oh" comes from Laurel & Hardy.

[https://www.youtube.com/watch?v=RID_BOD_rRU]

And Fred Flintstone's "Yabba Dabba Doo" comes from the voice actor's mother saying "A little dab'll do ya".

These are seemingly random sounding but it feels appropriately in-character, which has helped maintain their longevity in pop culture.

But if you're in a rush, the trick to instantly create a catchphrase is to take a line of dialogue [1], repeat it three times, [2] and boom, you've got yourself a t-shirt. [3]

[Cameo from TomSka "... well don't TELL them that!"]

[1 https://youtu.be/lKB4b9qymn0 0:12 with clean audio from trains.mp3]

[2 Same link, 0:12, 0:53 & 1:20, play side by side, each layered with the clean audio, but each one is kinda on a delay from the other, rather than played simultaneously]

[3 I like trains shirt.png]

In The Big Bang Theory season 2 finale, after delivering a prank Sheldon says "Bazinga!".

[1] It is then repeated two more times [2] and boom, a catchphrase is born.

And it's been trademarked, [3] even though they weren't the first to say it, [4] and slapped onto merchandise. And so has every other catchphrase. [5]

[1 & 2 Bazinga.mp4]

[3 https://tsdr.uspto.gov/#caseNumber=85210239&caseType=SERIAL_NO&searchType=statusSearch]

[4 X Files.mp4]

[5 Bazinga merch:

https://m.media-amazon.com/images/I/61VMm+uOZIL_AC_UL1001_.jpg

https://cdn.europosters.eu/image/1300/art-photo/the-big-bang-theory-bazinga-i119503.jpg

https://www.hybrisonline.com/pub_images/original/Shirtstore_Kepsar-142.jpg

https://m.media-amazon.com/images/I/71cZni0ZzOL_AC_SL1500_.jpg

https://www.picclickimg.com/d/l400/pict/291677206507_/Big-Bang-Theory-Bazinga-Vinyl-Stickers-New-100.jpg

And then other merch - stack/layer around the frame:

https://i.etsystatic.com/7307138/r/il/8bf551/2132154958/il_fullxfull.2132154958_n124.jpg

https://m.media-amazon.com/images/I/71zM8SHQSiL_AC_UX385_.jpg

https://www.menkind.co.uk/media/catalog/product/cache/84a9762dea65cd4d66747ad9a34bdb64/d/e/del-boy-lovely-jubbly-giant-mug-a29.jpg

https://www.mrbreakfast.com/ucp/382_8387_ucp.jpg

https://cdn.shopify.com/s/files/1/0098/8990/6788/products/TWCB-2353-full-back_2.jpg?v=1637268188]

Which is understandable as catchphrases share a lot of DNA with commercial slogans.

McDonalds "I'm lovin it" https://www.youtube.com/watch?v=caE585mhFhc

Compare the Meerkat "Simples" https://www.youtube.com/watch?v=d1SGUYcp20s

Where's The Beef - https://www.youtube.com/watch?v=rH5EsGomTw

And this is where catchphrases can clash with audiences. When it loses that sincerity and becomes oversaturated through marketing, it feels cheap.

[Extras S02E01 Orlando Bloom.mkv 27:46 catchphrase t-shirts & reaction]

When a character gets a big laugh solely for saying a catchphrase, it can feel unearned, because without substance it's just "say the line Bart".

[The Simpsons S05E12 Bart Gets Famous 17:00 - but when Bart speaks, replace the VO with "I'm the only gay in the village" 0:52 <https://www.youtube.com/watch?v=bScQcM0toW4> - then the cheer]

And maybe after having this for so long, nobody wants catchphrases anymore.

COMPUTER SAYS NO

So there's a sense that audiences nowadays are just tired of catchphrases because when they're not commercialised, they're politicised.

[<https://www.youtube.com/watch?v=w-5MnFXxY8c> a bit where the hat is a bit more visible]

Or like their presence in kids shows, [1] they feel pandering. [2]

[1 https://www.youtube.com/watch?v=atnp3K_ft6k]

[2 show bit of this <https://www.youtube.com/watch?v=moSFlyxnbjk> just as visual and then:

Zootopia-LetItGo.mp4 "so let it go"

Encanto-LetItGo.mp4 "let it snow, let it goooo"]

I can't wait for Disney to now try to force "Not Talking About Bruno" into future movies. Like imagine if Luca had come out later.

[<https://www.youtube.com/watch?v=wIKvYXPncM> Alberto prompting "Silenzio Bruno!" and Luca responding We Don't Talk About Bruno VOLUME WARNING.mp4 burst of "we don't talk about bruno" - obviously balance the volume! - get fucky with the visuals]

But other than that, it feels so old fashioned.

In a 2018 Radio Times article, Jon Plowman, former head of BBC Comedy, said that the main channels want more sure-fire hits so brand new comedy never gets its chance to develop. And this shift means, "Playgrounds and canteens are denied catchphrases".

Extract:

<https://www.radiotimes.com/tv/comedy/jon-plowman-bbc-head-of-comedy-we-need-fewer-dramas-more-comedy/>

Comedies have moved out of the studio set into kinda-dramas or mockumentaries, [1] so because of this semi-realism, when it comes to landing catchphrases, it's getting increasingly harder. [2]

[1 Examples: Fleabag <https://www.youtube.com/watch?v=-LL-C3SOoNk> / Ted Lasso

<https://www.youtube.com/watch?v=emGzPmmMA3c> / What We Do In The Shadows

<https://www.youtube.com/watch?v=mfBbSwX6kEk> / Ghosts <https://www.youtube.com/watch?v=KiCP9JDjnMk>]

[2 <https://www.youtube.com/watch?v=3mipQFazoNE> The Office "That's what she said"]

And as generations grow up, old catchphrases slowly get forgotten as their cultural relevance fades.

Even now, many grandfathered catchphrases [1] can only be made palatable if they're worked in with a hint of self-aware irony.

[1 HulkSmashComic.jpg focus on Hulk Smash]

[2 <https://www.youtube.com/watch?v=EdLvxv34I> Avengers: And hulk... smash]

But they're not gone, they've changed into a different beast.

Catchphrases are a unified language based on us watching the same TV shows.

But because of a huge amount of tv shows, networks and now streaming services, there's so much stuff to see, it's more difficult for us to have all watched the same thing, and therefore get the reference.

So what unified language do we have instead? Memes.

Our table it's broken <https://www.youtube.com/watch?v=FcZd305Vl6c>

Bing bong fuck your life <https://www.youtube.com/watch?v=2-oCNXMsMvg>

Beans wtf https://www.youtube.com/watch?v=-_lD83K_DhE

Splice this up, so like "Oh no" - "Bing Bong" - "Our Table" - "Beans" - "It's broken" - "WTF" - "Fuck your life" or whatever works!

Whether it's your mum posting a minion meme on Facebook or your brother posting Among Us gifs on discord, memes have become our modern day catchphrases.

They can happen naturally, completely unplanned [1] or be a total misquote. [2]

[1] <https://www.youtube.com/watch?v=8uyTWFUNdxc>

[2] Pirates In An Adventure With Scientists <https://www.youtube.com/watch?v=6aaQICJ8HUs> compare to https://i.kym-cdn.com/entries/icons/original/000/020/596/damGakVMerXe8QuJq_ye50PNTGnMaRuhuc_MUz9Ca.jpg

And they too can get worked back into the source material, [1] with mixed results. [2]

[1] Spider-Man pointing <https://www.youtube.com/watch?v=Yd1-NJHaLCo>

Homer backtracking in bush gif in Simpsons HomerBush.mp4

Sanic in Sonic movie <https://www.youtube.com/watch?v=7WSBQIOWakk>

Have these three side by side in a 3-way split screen]

[2] <https://www.youtube.com/watch?v=jBqAnAH1V8> "I'm the Juggernaut bitch"

So enjoy your memes before they get completely commercialised.

<https://decrypt.co/63891/overly-attached-girlfriend-nft-sells-for-411000>

Catchphrases are a surprisingly powerful device and marks a unique relationship between the media and the audience.

But why are catchphrases so important?

They come with a cathartic emotional attachment, like being the punchline to a joke or the culmination of an awesome action sequence, which becomes familiar and comfortable, and then down the line, it becomes warm with nostalgia, representing fond memories of laughing along with beloved family and friends.

We'll always need catchphrases in some way because it shows solidarity in social situations. Like the Tower of Babel, it's nice to have a shared language to bring people together.

And like we always say here on Eddache - And that's the cheese!

That's *not* your catchphrase.

Your homework assignment for the day-

Hey, that's *my* catchphrase!

And it's mine now, hahaha!

[after a pause] Smokebomb!

AAAARGH!