



American Expression E0923 Keep it 100

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"Keep it 100" is a modern slang expression that originated in African American Vernacular English (AAVE) and has become popular in broader contemporary culture. The phrase means being completely honest, transparent, and authentic in one's communication and actions. It conveys the idea of maintaining a high level of integrity and truthfulness in all interactions, without any pretense or exaggeration.

When someone tells you to "keep it 100," they're encouraging you to be genuine and straightforward. The number "100" is used metaphorically to represent perfection, completeness, and authenticity. Essentially, the phrase urges individuals to be true to themselves and to others without holding back or presenting a filtered version of themselves.

"Keep it 100" is often used in conversations to emphasize the importance of honesty, particularly in situations where people might be tempted to hide their true feelings, intentions, or opinions. For example, if someone asks for your opinion on a subject and you respond by giving an unfiltered and sincere response, they might acknowledge your honesty by saying, "Thanks for keeping it 100."

This expression is especially relevant in an era of social media and curated online personas, where people often present idealized versions of themselves. "Keeping it 100" pushes against this tendency, encouraging individuals to be authentic both in their online interactions and in face-to-face conversations.

Additionally, "keep it 100" is used to build trust and rapport among friends, family members, and colleagues. When people know they can rely on your honesty, it fosters more meaningful connections and productive collaborations. It's a way of showing respect for others by treating them with openness and honesty.

However, "keep it 100" also acknowledges that being completely honest can sometimes be challenging. It recognizes that people might be hesitant to share their true thoughts or emotions due to fear of judgment or conflict. The phrase encourages individuals to overcome these barriers and communicate openly.

In summary, "keep it 100" is a contemporary slang expression that means being completely honest, transparent, and authentic in communication and actions. The phrase emphasizes the importance of integrity, honesty, and openness in interactions with others. It encourages individuals to embrace their true selves and to communicate without pretense or exaggeration. In a world where authenticity is often valued, "keep it 100" serves as a reminder to be genuine, both online and offline.

Questions for Discussion

1. How does the phrase "keep it 100" reflect the modern emphasis on authenticity and transparency, especially in an age of curated online personas and social media? Can you share an example of a situation where someone's decision to "keep it 100" led to a more meaningful interaction or relationship?
 2. In what contexts do you find yourself using or hearing the phrase "keep it 100"? How does this expression impact the tone and dynamics of conversations, whether among friends, colleagues, or in more formal settings?
 3. "Keeping it 100" promotes honesty, but are there situations where complete transparency might not be the best approach? How can individuals balance the value of openness with the need to consider the feelings and perspectives of others?
 4. How does the phrase "keep it 100" relate to building trust and rapport in relationships? Can you think of an instance where someone's willingness to be honest and authentic positively affected your perception of them?
 5. Are there cultural or generational differences in the interpretation and usage of the expression "keep it 100"? How might the concept of authenticity vary across different cultures or age groups, and how is this reflected in communication styles and expectations?
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