



## American Expression E1041 Go down a storm

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The phrase "go down a storm" is an idiomatic expression that signifies a tremendous and enthusiastic reception or response to something, such as an event, performance, idea, or presentation. This informal expression is often used to describe situations where something is not only well-received but also generates a high level of excitement, approval, and positive feedback.

When something "goes down a storm," it implies that it has captivated and delighted its audience to a remarkable extent. This phrase is commonly used in informal settings to convey the idea that the reception of a particular thing has been overwhelmingly positive, leaving a lasting impression on those who experienced it.

The origin of the phrase is believed to be rooted in theatrical and entertainment contexts. In the early 20th century, "go down a storm" was likely used to describe performances or shows that were met with thunderous applause, cheers, and admiration from the audience. Over time, its usage expanded beyond the realm of entertainment to encompass various scenarios where something garners exceptional approval.

In essence, when an event, idea, or presentation "goes down a storm," it creates a buzz and a sense of excitement among those who witness or experience it. This could refer to a public speech that resonates deeply with the audience, a new product launch that generates immense interest and demand, a party or gathering that leaves everyone in high spirits, or a performance that receives a standing ovation.

The phrase implies a strong emotional impact, indicating that whatever is being described has struck a chord with its audience. It often signifies not just passive approval but active engagement and enthusiasm. For example, a well-executed concert might "go down a storm" if it leaves the audience cheering, dancing, and wanting more.

In conclusion, "go down a storm" is a colorful and expressive idiom that encapsulates the idea of receiving an exceptionally positive and enthusiastic response. Whether in the realm of entertainment, public speaking, events, or other contexts, this phrase is employed to convey the idea that something has not only been well-received but has also ignited a passionate and memorable reaction from its audience.

### Questions for Discussion

1. Can you recall a recent example of something that "went down a storm"? What do you think contributed to its overwhelmingly positive reception?
2. In what contexts do you find the phrase "go down a storm" most commonly used? Are there specific types of events or situations where this expression tends to be applied?
3. How does cultural context influence what is perceived as "going down a storm"? Are there cultural differences in how people express enthusiasm and approval?
4. Have you ever been part of an event or experience that you expected to "go down a storm" but didn't? What factors do you think might contribute to a mismatch between anticipation and actual reception?
5. Can you think of instances where something "went down a storm" despite initial skepticism or low expectations? What do you think made people change their minds and respond so positively?