

# St Mark's Word of the Week



# Cinch

Are you familiar with this word?

What does it mean? (it has two meanings!)

Can you use it in a sentence?



# Cinch (noun/verb)

## Definition

1. Secure with a belt
2. An extremely easy task

## Examples:

1. - The dress was cinched in at the waist by a belt  
- The saddle was cinched onto the horse.



# Cinch (noun/verb)

## Definition

1. Secure with a belt
2. An extremely easy task

## Examples:

2.

- The assessment was a cinch, everything I'd revised came up
- It wasn't a cinch to get started but it was well worth the effort.

When the British Car Auction Marketplace wanted to rename themselves, they chose:

**cinch**  
Cars without the faff

Buying a car online – just cinch it.



# Cinch (noun/verb)

## Definition

1. Secure with a belt
2. An extremely easy task

Can you think of any synonyms for the second meaning of cinch?

- easily
- a piece of cake
- walkover
- doss
- painlessly
- easy as falling off a log
- easy as pie



# Cinch (noun)

## Definition

1. Secure with a belt
2. An extremely easy task

Where does the word come from? What is its etymology?

# Cinch



From the spanish word “cincha” meaning belt

This explains the first meaning but how could this explain the second?



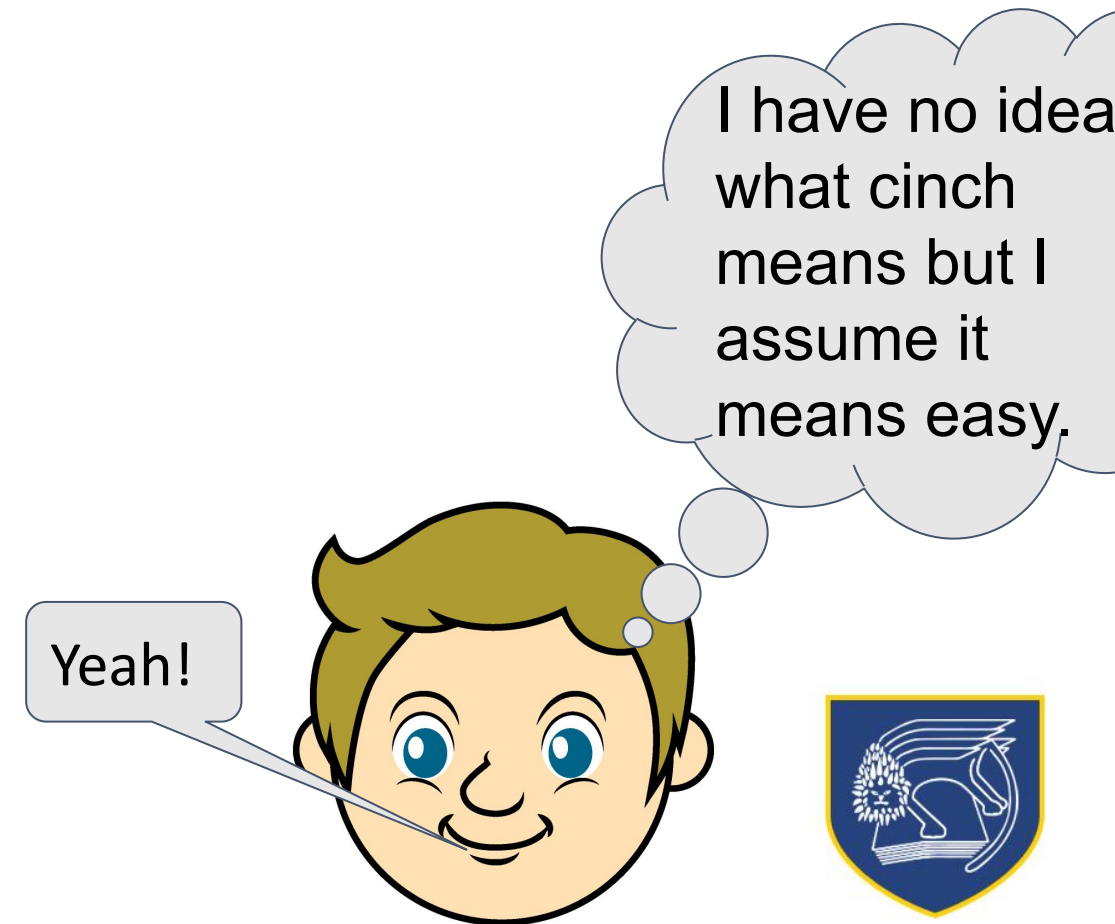
# Cinch (noun/verb)

## Definition

1. Secure with a belt
2. An extremely easy task

When a saddle was cinched, it was very secure. It was a sure thing that the saddle wouldn't fall off.

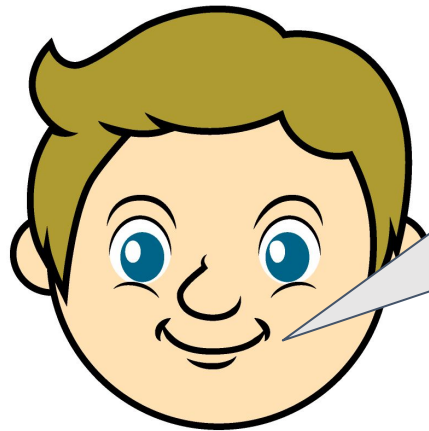
This led to cinch meaning something guaranteed.  
How could this then come to mean easy?



# Cinch (noun/verb)

## Definition

1. Secure with a belt
2. An extremely easy task



I'd spent ages revising so I thought that test was a cinch.

Yeah!



I have no idea what cinch means but I assume it means easy.

In this way, this word, and so many others, have gained new meanings.

