

Wrestling vocabulary

Acromegaly – A hormonal condition that causes abnormal growth, which gave André the Giant his extraordinary size.

Babyface (Face) – The “good guy” in wrestling, meant to be cheered by the audience.

Branding – The use of names, logos, and images to create a recognizable identity for a company or product.

Controversy – Public disagreement or debate, often caused by a scandal or sensitive issue.

Feud – A long-term storyline rivalry between two wrestlers or groups.

Heel – The “bad guy” in wrestling, meant to be booed by the audience.

Kayfabe – The portrayal of staged wrestling events as real, keeping the illusion of authenticity.

Merchandising – Selling products such as shirts, toys, or posters connected to wrestlers or a wrestling company.

Pay-Per-View (PPV) – A special event broadcast that fans pay to watch, such as WrestleMania.

Predetermined – Decided in advance; wrestling match outcomes are scripted before the performance.

Promo – A wrestler’s speech or interview used to promote a storyline or feud.

Sports Entertainment – Vince McMahon’s term for professional wrestling, highlighting its mix of athletic performance and drama.

Steroid Trial – The 1994 federal court case accusing Vince McMahon of distributing steroids to wrestlers.

Storyline – The scripted plot or narrative that develops between wrestlers over time.

Turn – When a wrestler switches roles, such as a babyface becoming a heel or vice versa.

Wellness Policy – WWE’s health and drug-testing program introduced to protect performers after past controversies.

WrestleMania – WWE’s biggest annual event, first held in 1985.