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Sarah Palin isn't pleased that some Muslims will be building a "mosque" "at" Ground Zero in New York, though, actually, the community centre will be two blocks away. On Twitter, Palin wrote: "Ground Zero Mosque supporters: doesn't it stab you in the heart, as it does ours throughout the heartland? Peaceful Muslims, pls refudiate."

The multi-pronged idiocy of the substance of this message went mostly unnoticed by the world — because everyone was fixated on "refudiate," which is not a word. When Palin defended her use of it by sort of comparing herself to Shakespeare — "English is a living language. Shakespeare liked to coin new words too. Got to celebrate it" — the Twitter universe raced to transcribe the most profound utterings of the mythical character they dubbed Shakespalin. Wrote the Cato Institute's Julian Sanchez: "To suffer the slings and arrows of outrageous liberals, or to quit half term, and by opposing, rake in speaking fees." Added another Twitter user: "All the world's a stage, and I can see all of it from my house."