

## Jargon and vogue words

Whenever you speak or write, you should aim for clear communication. Sometimes though, people use words to sound impressive or trendy, or else they use words that people in their group or profession would understand, but not outsiders. In this lesson we look at jargon and vogue words – what they are and when it is appropriate to use them.

### Lesson Outcomes

By the end of this lesson, you should be able to:

- identify and define jargon and vogue words
- use these varieties of language appropriately

### Curriculum Links

#### LO1: Listening and Speaking

- recognise the effects of language forms such as technical language and jargon

### Lesson notes

**Jargon is technical terminology associated with particular professions, hobbies or contexts.**

The following underlined words are examples of jargon. They are technical terms that are used by people in certain professions.

- An engineer would design a cantilever to support a balcony.
- A carburettor is part of an engine- so a mechanic would know how to fix it.
- A cardiograph is a machine that measures heart beats.
- A conciierge looks after the guests and the front desk of a hotel
- Chintz is a type of fabric used by decorators.

#### When is jargon used?

People who are in the same profession often use jargon when chatting to one another. It is far easier for them to use terminology that they both understand and, by using this specialised language, they are able to discuss things in great detail. Sometimes jargon is used deliberately to confuse other people, and sometimes it is used to make people sound impressive.

Jargon allows for:

- clear, efficient communication
- detailed discussions between colleagues

Jargon can be used to:

- exclude and manipulate outsiders
- make people seem knowledgeable
- obscure the truth

It is acceptable to use jargon when communicating with colleagues. but try to avoid using jargon in texts that are aimed at a general audience.

**Vogue words are terms that are in fashion for a short time.**

Here are some words and phrases that are in vogue at the moment in the business community:



#### Should you use vogue words in your writing?

As a general rule, avoid vogue words because, just like jargon, they can:

- sound pretentious
- hinder communication
- date writing

Here is an inappropriate use of jargon:

The trajectory outlet valve of the secondary fuel combustion unit is malfunctioning causing erratic misfires.



### TASK

Rewrite the following sentence in clear, easy to understand English:

*The most viable contingency plan is to embark on a motivational process to reenergize the team and facilitate synergy.*