

LESSON-39

DICTION

The extent of Vocabulary and Choice of Appropriate Words

The extent of vocabulary and choice of appropriate words are important factors in one's ability to communicate effectively on a given subject. The use of words depends not only on the given subject but also on the occasion, media, the type of communication receivers and the conditions under which a person communicates. The essential vocabulary for discussing a technical problem in an engineering industry will be different from that which is used for a similar purpose in an agricultural industry. A communicator can be found using different vocabulary for the oral and written media. Similarly, he will use different vocabulary while expressing his thoughts before the people in different walks of life. In every communication situation, his choice of appropriate words aims at adapting them to the understanding of his receivers. In some cases, typical businessmen tend to use difficult, long and unfamiliar words. Their aim is to talk over the heads of the receivers.

The usage of words must be based on their appropriateness in different situations. Technical vocabulary may be essential for discussions on technical problems among the group of professionals; but, if such vocabulary is used before the general public or in a letter to a layman, it will not be properly understood. Every business field has its own jargon is intelligible only to the people working in that particular field. The technical words used by them become a part of their everyday vocabulary. Though such words are so common for them, they can sound strange and even misleading to the people working in other fields. Though jargon can be aptly used in conversation and correspondence with the people working in the same business line, its overuse makes the reading hard and slow. Every business jargon consists some strong and vigorous words, but instead of overusing them, they should be used moderately. Standard vocabulary is generally used by the journalists, good writers and speakers. It is appropriate for all occasions and for all the people belonging to that language community.

Colloquial, Dialectal and Slang Words

Colloquial words and expressions can be used in informal communication situations, especially in informal social groups; but, it can be objectionable in formal speech and writing. Slang is a vocabulary which consists certain widely current but ephemeral words having eccentric humor. It also refers to violent and abusive use of words, in a language. It is commonly used in talk but it is unsuitable for good writing and speech at some formal occasion. The social level occupied by slang is lower than colloquialism. Dialectal vocabulary refers to provincialism or localism. Dialectal words are those which are currently used by the people in particular province. Like colloquialism and slang, dialectal

vocabulary is also unsuitable for formal speech and writing. Obsolete vocabulary refers to the words which are out of common use. The archaic words gradually become obsolete words. Generally, colloquial, dialectal, slang, obsolete and archaic words are not used in business communication.

Efficacy of Words in Business Communication

In business communication, apart from the technical vocabulary used in particular field, most of the words used in letters, reports, memos as well as in the business meetings, interviews, seminars and conferences are common, familiar and everyday words. Therefore, for effective business communication the speaker or the writer need not depend on his highflown, complex and utopian vocabulary. The strength and efficacy of his communicative competence depend on his skill of selecting from among familiar everyday vocabulary. While writing a business letter or delivering a public speech, the communicator need not seek to impress the receiver by using unfamiliar, abstract and long words.

A successful communicator carefully selects the words which have positive connotations and denotations. He is keenly aware of the receiver's potential reactions to his words. He anticipates the possible interpretations of the words by the audience or the reader who receive the message. He uses concrete words that carry vague meaning. He avoids the biased, overused and negative words and chooses appropriate, conversational and positive words. He avoids pompous words and uses simple everyday words. He does not attribute virtue to the words simply because they are short or long. But, if two words, one short and the other long, express the same idea, he would prefer the short one. He avoids awkward combination and careless repetition of words. He avoids unintentional use of the planned rhyme and alliteration which are techniques of poetry and not a part of the language to be used for business communication.

Positive words used at the beginning of the message, or at the time of greeting someone face-to-face, can create warm, friendly and comfortable atmosphere. On the other hand, negative words bring negative and unpleasant reactions. When a business communicator greets the receiver in written message with some pleasant and positive words, he prepares his reader to receive the message attentively, carefully and positively. He knows that the cold and irritating words may not bring the favorable response and, sometimes, it may make the problem worse. Negative words make readers defensive. Similarly, a lengthy message can have its negative effect on the receiver. In business, most people value their time. They are likely to be annoyed by the wordy message in speech as well as in letters and reports. A good business communicator organizes his message effectively by cutting unnecessary words from his speeches, letters, memos and reports. He tries to adapt the arbitrary meaning of his words and concepts to the receiver's competence and understanding of the language. In adapting his communication, he visualizes the language competence and the cult of the receiver's mind. Having visualized the

competence and cult of the receiver's mind, he selects appropriate words and phrases to express his thoughts and feelings.

SENTENCE

Along with words selected in a particular sentence, correctness in grammar, spelling and tone of a sentence, variety in sentence pattern, special emphasis on ideas, conciseness of expression, tautology, length of a sentence, repetition of words and phrases in a sentence, repetition of the same sentence pattern, and the style of speech and writing are some of the important factors to be studied for achieving effectiveness in sentences.

Variety in Sentence Structure

Variety in sentence structure is required for effective speech and writing. In order to avoid monotony, the successive sentences should be written in variety of sentence structures. A business letter or a *public* speech which is prepared and imparted only in simple sentence structure, will certainly sound boring, dull and childish. While drafting a business letter, the communicator should not begin a number of successive sentences with the same word like - We, This, The, etc. Repetition of the same word or phrase at the beginning of every sentence results in monotony. Similarly if every sentence follows the same pattern, the message will be dull and monotonous. By using variety of sentence patterns, the communicator can help the receiver to keep in step with him. It stimulates the receiver's interest in the message and thereby helps him to read the message carefully and to understand it thoroughly.

Repetition of Words, phrases and Clauses

A series of sentences, each consisting co-ordinate clauses connected by 'and', 'or' and 'but', can result in a monotonous message. To avoid monotony, the communicator should try to avoid repetition of such co-ordinate clause pattern. He, should try to acquire knowledge of the various possible ways of expressing an idea, and, should make himself familiar with them. Careless repetition of the same sentence pattern is often a result of communicator's limited vocabulary and inadequate knowledge of phrase and clause structure. It may also result from his unwillingness to make efforts for findings a substitute sentence pattern to express the same thought or feeling. In order to avoid the repetition of certain words belonging to a certain part of speech, the communicator has either to change the sentence pattern or has to substitute the word with a synonym. A word can have several shades of meanings, but the same word should not be used in two or more different senses in the same sentence.

Giving Special Emphasis

Though it is not fair to attribute virtue to the length of a sentence, a short sentence can be a means of effective expression if it is used properly. If a thought or an idea is to be given a stand of prominence, it can be conveniently placed in the pattern of a short simple sentence. In making a rapid summary or in

emphasizing a series of important ideas, a series of short sentences are more effective than the long ones. But, the habitual use of short sentences usually results in a jerky style of speech or writing. In order to avoid the habitual use of short sentences, care must be taken to restrict the use of short sentences for the purpose of giving special emphasis on a particular thought or idea in the mind of the communicator.

While emphasizing certain idea in a sentence orally, the communicator can make use of the variations in his voice and gestures; but, while emphasizing it in a written sentence, he can underline or capitalize certain words, phrases and clauses. He can also use some other techniques and devices to provide emphasis on the desired words. He can position the key word at the beginning of the sentence to draw attention of the reader to the key idea. Naturally, the most prominent positions in a sentence are the beginning and the end, and such position can be reserved for placing key words. The use of dash signal in a sentence results in a pause and the pause in its turn results in making the key word emphatic. Thus by transporting a word from its normal position to the beginning of the sentence, the writer places the word on the stage. Similarly, he can end a sentence with a worthwhile emphatic word or phrase.

Conversational Tone

To build and foster good business relations, the communicator must use pleasant and positive conversational words in the sentences constructed in active voice. The active voice sentences are more direct, more forceful and thereby more conversational than the sentences written in passive voice. The passive voice statements sound less personal. Passive voice can be used when a statement may seem more threatening and negative if it is used in active voice. A common fault in the effort of achieving conversational tone of a sentence occurs when the communicator uses pet words and phrases to describe people, places, actions, occasions and objects. He should avoid pet expressions and should learn how he can use other words and phrases in a sentence which fit whatever he is describing. He must eliminate the unnecessary, overused and superfluous words and phrases, like 'you know', 'you see', 'so to speak', 'to tell the truth', 'do you get my point', 'naturally', 'frankly', 'if you see what I mean', etc. from his sentence.

THE PARAGRAPH

A paragraph is a group of related sentences that deal with a distinct unit of thought for a specific purpose of developing the subject of an article. Each sentence in paragraph presents a smaller division of thought and each paragraph, as a part of an article as whole is concerned with a different unit of thought that contributes to the development of theme.

Organization of Thoughts and Ideas

Every sentence in a paragraph has definite purpose of contributing a smaller division of thought to the development of the topic. The first sentence of a

paragraph usually opens with the main idea and the following sentences are used for presenting supporting material. In business letters, memos and reports, the straightforward and direct approach of starting the main idea at the opening of the paragraph, and presenting the supporting ideas in the following sentences, is a most suitable way of paragraph organization. Presenting the relevant facts at the beginning and announcing the main idea or final decision at the end is an indirect approach pattern. In sensitive writing assignments the writer softens the blow of the negative decision by citing factual details first. He aims to show that the decision follows in a logical manner from the factual details presented earlier in the paragraph. The end of the paragraph comes logically after the discussion of the main and supporting material of the paragraph. It rounds up the discussion and brings out a logical conclusion which is based on the factual details provided by the writer. Sometimes it restates the topic statement sentence with which the paragraph begins. Third way of paragraph ending is to paraphrase the topic by giving an exact statement of the ideas covered in the paragraph.

Coherence

There must be logical relation between any two successive paragraphs which consists two different phases of thoughts. In the succeeding (second) para the discussion in the previous paragraph is completed. From the beginning of the letter or an article, there should be an orderly sequence of thought from one paragraph to the next. This enables the reader to follow the discussion with ease. Ordinarily, the first paragraph gives a general discussion on the purpose of theme of the article. The general discussion is followed by the discussion of factual details. The paragraphs which are closely and logically related in thought are grouped together. The logical sequence between such paragraphs is indicated by using the transition devices between them. For example, a paragraph indicating results of the discussion in the preceding paragraph begins with 'consequently', 'Accordingly', 'Therefore' etc. Though such devices are not always necessary they can be effectively used when they are needed to make the relation clear and logical.

Length of Paragraphs

The length of each paragraph in a letter, memo, or report can have its visual impact on the reader. Besides the cognitive effect of its thought content, the visual effect on the length of a paragraph, can be a controlling factor of the reader's reactions. The heavy blocks of long paragraphs certainly discourage the reader to continue his reading. The short paragraphs, on the other hand, break up the heavy look of the reading material. The visual impact of too many short paragraphs is as negative as that of the overly long paragraphs. A business letter or a report having several short paragraphs makes a choppy appearance. When the content of one paragraph is divided into two or more groups, it loses its coherence, and consequently the reader finds it difficult to understand. The thought in short paragraphs can be more readily grasped than that in the larger ones, but, each paragraph in itself should have sufficient importance to be

treated as a separate and properly developed paragraph. Even a single brief sentence, if it has a sufficiently important statement, can be treated as a separate paragraph; but, such a sentence is used only occasionally to give an extra prominence to its thought content.

Euphemisms

“Speech is a mirror of the soul: as a man speaks, so he is”

- *Publilius Syrus*

Polite substitutes for words that have an unpleasant or somehow embarrassing connotation are called euphemisms. Euphemistic replacement is, by its nature: a continual process, for the euphemism loses its power to conceal once it becomes too closely connected with the thing it represents. Thus, each age has its own euphemisms. The Victorian era is considered to have seen the height of verbal prudishness, and today we smile at conventions, which made shocking such words as ‘leg’ and ‘shirt’ when used in the presence of ladies. Today, you can find wide use of words, which would have been considered gross or obscene only half a century ago. The modern tendency is, ‘indeed’, towards the use of straightforward language, but the essence of the euphemistic process is still preserved in such commonly encountered substitutions as rest room, criminal assault and social disease.

Figurative extension

The use of a word in figurative sense is perhaps the commonest way of extending meaning. When in the mid-1930s the studies of allergies came into fashion in medicine, the adjective ‘allergic’, with a precise technical meaning, soon came into use in the sense of “adversely sensitive to”, but it was picked up by around 1940 as, at first, a slang translation for “antipathetic”. It became fashionable to say, “I’m allergic to crooners or boring lectures” or any other pet aversion that the speaker harboured. This figurative sense is now accepted as having good colloquial standing. This process has left many deposits in the language. For example: The flag symbolizes the power of a country.

The process of adapting proper names

Historical or mythological personification, for the purpose of describing qualities or conditions, is also a way in which new meaning is brought into play. One who admires himself inordinately is called a *Narcissus*; a man of great wisdom is a *Solomon*. One of prodigious strength is a *Hercules*, and a woman of great beauty is called a *Venus*.

Usage levels and labels

Colloquialisms-The words or phrases labelled as colloquialism belong to the informal comfortable language of everyday social life. The line between standard English and colloquialism is hard to draw because expressions

labeled as colloquialism are, usually, understood just as well, as if they were standard words and the company they keep means that, unlike slang, they are in good repute among the cultivated speakers. They would not be usable in full-dress, formal discourse, but neither would they lower the tone and the level of slang.

Dialect

A dialect indicates a word or a usage that occurs in a local or regional dialect: a type of language that deviates from the standard language in vocabulary and often also in idiom, pronunciation morphology and syntactical construction. Sometimes, words that are peculiar to a particular dialect are understood in other areas, but they are still felt as belonging to a distinctive type of local speech. A dialect that exists as an enclave within a country using an entirely different language is a patois.

Synonym

A synonym is a word having the same sense as another (in the same language); but, more usually, either of any two or more words having the same general sense; but each of them possessing meanings which are not shared by the other or others, or having different shades of meaning implications appropriate to different contexts: e.g., *serpent, snake; ship, vessel; compassion, fellow-feeling, sympathy; enormous, excessive, immense; glad, happy, joyful, joyous; to kill, slay, slaughter; to grieve, mourn, lament, sorrow.*

The view taken throughout in treating synonyms is that each member of a group of related words has equal validity and utility in its own context, regardless of its origin. The only criterion by which they have been considered, is the suitability of the word to the context.

The synonyms under the entry "*steal*" in a dictionary will enable the reader to see why the distinctions were made and to judge for himself the extent to which the words can be interchanged without complete loss either of sense or of shading. Thus, you might speak of a thief as having *stolen* a wallet, but a child *filches* candy from a store, and a soldier *pilfers* army supplies. Similarly, a valuable document is *purloined*, while funds are *embezzled*. Bandits may *rob* all whom they meet, but they *plunder* the countryside.

Antonyms

A key word in English may have a dozen synonyms that approximate it or overlap with it in meaning; but there are few words that have more than one exact antonym, as 'black' has 'white', and 'wet' has 'dry'. The juxtaposition of the synonyms and the antonyms for a given word makes it possible for the user to carry out for himself a further refinement of interpretation.

Slang

“Slang” was not originally a label for individual words. It was a term for British criminals jargon, which as caped “cant” or, in the jargon itself, “flash” or “slang.” In addition to meaning “cant,” the word slang also means “deception” and “chain.” The latter is clearly derived from the Dutch word slang, “snake.”

There is no sure test for deciding when an expression is slang or something else. From the point of view of Standard English, slang is an intruder. Over the years the term “slang” has broadened to embrace all sorts of verbal intruders such as jargon, colloquialisms, dialect and just plain vulgar words. Although in its original sense “slang” refers only to criminal jargon, in its expanded sense it can include any nonstandard or unpleasant word or phrase.

Here are few examples, exhibiting the difference between slang and colloquialism and Standard English. Standard *man* is colloquial *chap* and slang *bloke* or *cove* or *cully* or *guy* or *stiff* or *bozo*, of which the first three slang terms were originally cant; and old man is colloquial *old* (or ancient) *chop* (or fellow) and slang *old buffer* or *old geezer*, *money* is colloquial *wherewithal* or *shekels* and slang *spondulicks* (originally American) or *tin*; *doctor* becomes the colloquial *doc* and the slang *vet croaker*, *pill-shooter*; *lawyers’ clerk* becomes colloquial *limb of the law*; *lawyer*, colloquially *pettifogger*, becomes in slang.

It is also important to recognize that most slang is colloquial in nature in the sense that it occurs in speech much more frequently than in writing.

Regional Variation

The language is not uniform over the entire area of English speaking countries. In certain fields of the vocabulary, terminology differs from one part of the country to the other. This is, ‘especially’, true of words having to do with the more homelike and intimate aspects of life: the physical environment, the home, foods and cooking, the farm and farm operations, the fauna and flora. The literary term ‘*earthworm*’ is called an *angleworm* in certain regions and a *fish worm* or *fishing worm* in others and in addition there are several terms, which have a much more restricted currency: *caseworm*, *angle dog* and *dew worm*. Limited access highways have developed a highly varied terminology: *turnpike*, *freeway*, *expressway*, *parkway*, etc.

American and British English

The written English of the educated is more or less inter-comprehensible throughout the English-speaking world. However, the two most firmly established varieties are British English and American English, the others tending to follow one or other of these two. Many differences exist between the British usage and the American usage. There are some differences in spelling and a few in punctuation. The differences between the British vocabulary and the American vocabulary are of a different order of frequency

and importance. Since the two languages are in constant contact, the boundaries are constantly shifting: what is regarded in British today as an American (or, come to that, in American as a Britishism) may be accepted without comment within a decade. But the British readers should be aware of a few vocabulary differences that may cause actual misunderstanding. Examples are: the American *cot* (camp-bed), *gas* (for petrol), *first floor* (already coming into the British use for ground floor) *public school* (for state school) and *fender, hood, muffler, and trunk* (for the wing, bonnet silencer, and boot of a car).

Some Words from the British and American English

The British and the Americans use the English language in different ways. Following are some of the most common examples to help you understand these differences;

Britishism	Americanism	Britishism	Americanism
<i>angry</i>	<i>mad</i>	<i>intelligent</i>	<i>smart</i>
<i>barrister</i>	<i>lawyer</i>	<i>jitney bus</i>	
<i>biscuit</i>	<i>cookie</i>	<i>kerb curb</i>	
<i>bloke</i>	<i>man, person</i>	<i>lift</i>	<i>elevator</i>
<i>bold</i>	<i>rude</i>	<i>lorry</i>	<i>truck</i>
<i>bounder</i>	<i>scoundrel</i>	<i>luggage</i>	<i>baggage</i>
<i>cab rank</i>	<i>taxi stand</i>	<i>nappies</i>	<i>diapers</i>
<i>call box</i>	<i>telephone booth</i>	<i>peak time</i>	<i>prime time</i>
<i>chap</i>	<i>person</i>	<i>pub</i>	<i>bar</i>
<i>cheeky</i>	<i>rude</i>	<i>pudding</i>	<i>dessert</i>
<i>chips</i>	<i>French fries</i>	<i>queue</i>	<i>line up</i>
<i>cinema</i>	<i>movie</i>	<i>road surface</i>	<i>pavement</i>
<i>crisps</i>	<i>potato chips</i>	<i>row</i>	<i>fight</i>
<i>curtains</i>	<i>drapes</i>	<i>subway</i>	<i>road underpass</i>
<i>estate agent</i>	<i>realtor</i>	<i>sweets</i>	<i>candy</i>
<i>excuse me</i>	<i>pardon me</i>	<i>torch</i>	<i>flashlight</i>
<i>flat</i>	<i>apartment</i>	<i>trousers</i>	<i>pants</i>
<i>handbag</i>	<i>purse</i>	<i>underpants</i>	<i>shorts</i>
<i>high street</i>	<i>main street</i>	<i>waterproof</i>	<i>raincoat</i>

Idiom And Idioms

Generically, *idiom* is ‘used to describe the form of speech peculiar to a peoples or nation’, Particularly, *idioms* are ‘those forms of expression, of grammatical construction, or of phrasing, which are peculiar to a language and approved by its usage, although the meanings they convey are often different from their grammatical or logical signification.

For instance, we tamper *with* but we tinker *at*; we find fault *in* a person, but find fault *with* him; we act *on* the spur of the moment, but *at* a moment’s notice; we are insensible *to*, but are unconscious *of*; we say *for* long, but *at*

length. The Americans speak of getting *on* or *off* a train, the British of getting *in* or *out* of it; “*up to time*” is the British idiom, *on time* is the American one. Camp are such terse prepositional phrases as *by fits, forever, for good, in fact, in general*.

A large class of the British idioms consists of phrases ‘in which *two* words are habitually used together for the sake of emphasis’, e.g., *hue and cry, fits and starts, free and easy, hard and fast; by and by, over and over, round and round; bag and baggage, safe and sound, spick and span; art and part, high and dry, fair and square, hither and thither, from top to toe, as bold as brass, as large as life, as thick as thieves*.

Jargon

‘The pure research chemist will say, “Chlorophyll makes food by photosynthesis.” The practical engineer does not know what he-the scientist-is talking about. But if the statement is rephrased, “Green leaves build up food with the help of light,” anyone can understand it. So. if we are going to surmount the boundaries between different kinds of technical men: “The first thing to do is to get them to speak the same language”.

‘The English vocabulary contains a nucleus or central mass of many thousand words whose “Anglicity” is unquestioned; some of them are only literary, some of them colloquial-they are the common words of the language. But they are linked on every side with words that are less and less entitled to this appellation and which pertain even more and more distinctly to the domain of local dialect of the slang and [peculiar expressions] of “sets” and classes, of the popular technicalities of trades and processes, of the scientific terminology common to all civilized nations of the actual languages of other lands and peoples. And there is absolutely no defining line in any direction: the circle of the English language has a well-defined centre but no discernible circumference. The centre is occupied by the “common” words, in which literary and colloquial [i.e., spoken] usages meet. “Scientific” and “foreign” words enter the common language mainly through colloquial usages: the “technical” terms of crafts and processes and the “dialect” words blend with the common language both in speech and in literature. Slang also touches on one side-the technical terminology of trades and occupations, as in “nautical slang”, “Public School Slang”, “the slang of the Stock Exchange”, and so on another passes into true dialect.

Acronyms

Acronyms are words formed by combining of initial letters or syllables and letters of a series of words or a compound term (like UNESCO, UN, USA, etc.). Acronyms can have several meanings. Their meaning depends on the community in which they are used. For example, the LOC (line of control) or LOC (letter of credit). The person dealing with the political mind will understand the meaning of LOC as ‘line of actual control’ in the context of

national boundaries whereas for person dealing with banks LOC will mean 'letter of credit'. To ensure the clear communication by using the acronym, you must define it as appropriate and be sensitive to the listener's ability to understand your message. You may use acronyms only sparingly because they are not clearly understood by each and everyone.

Vogue Words

Many words and phrases have acquired a power and an influence beyond those, which they originally possessed: certain pedants say beyond what these terms have any right to mean or to imply. But, like persons, words cannot always be taken for granted. It just cannot be assumed that they will forever trudge along in the prescribed rut and forever do the expected thing! Journalists, authors and the public whim-sometimes, also the force of great events, the compulsion of irresistible movements-have raised lowly words to high estate or invested humdrum terms with a picturesque and individual life or brought to the most depressing jargon a not so unattractive general currency. Such words, in this way, gain a momentum of their own, whatever the primary impulse, behind their usage, may have been.

Not all 'new' words or new senses that have come into vogue are necessarily to be castigated on that account; we need the new sense of green (discussed below) just as we need fax and glasnost, to name new phenomena; indeed, vogue words are seldom new coinages.

They have a relatively short life. We list here some words that are particularly current in the 1990s. *Academic* in the sense of 'merely theoretical; with no practical bearing'.

acid test for 'severe or conclusive test'.

aggressive for 'forceful and enterprising', a new appreciative sense.

allergic for 'strongly disliking'

ambience for 'surroundings; atmosphere'.

ambivalence, ambivalent, for 'the coexistence of opposed feelings', once a technical term in psychology.

angle for 'approach; technique'

astronomical for 'extremely large'.

aware as in 'politically aware'; 'an aware person' *backlash* for 'adverse reaction'.

basically as an almost meaningless 'filler',

as in 'This is basically where I disagree.'

blueprint for 'scheme; plan', as in 'The method will serve as a blueprint for our future work' *breakthrough* for 'a major advance or discovery'.

caring for 'committed; compassionate.'

chain reaction, a term originally from physics and chemistry, now meaning almost any process in which 'one thing leads to another'.

charisma, charismatic for 'the quality in a public figure that inspires devotion' and. often now meaning no more than 'great personal charm'.

committed for ‘dedicated’ as in ‘a committed person’, ‘a committed socialist’ .
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compassionate for ‘understanding’, ‘sympathetic’.
constructive for ‘positive and helpful’, as in ‘a constructive approach’.
crash (adj.) for ‘anything intended to give quick result’, as in ‘crash diet’, ‘crash course’, ‘crash programme’. *dedicated* for ‘hard- working.’
deliver (both transitive and intransitive) for ‘carry out; produce the promised result’, as in ‘will the govern-ment deliver on tax cuts?’
deploy for ‘to use’; ‘place’, as in ‘one deploys forces or arguments’ .
dialogue for ‘discussion between political groups’, as in ‘East-West dialogue’.
dichotomy for ‘discrepancy’; ‘conflict’ . . . *environmental(ly)*, *environmentalism* in context concerned with the protection of our environment. For example, a product may be ‘environmentally Sensitive’ .
escalate (both transitive and intransitive) for ‘rise’; ‘expand’. For example, prices can escalate, or a company might escalate its oversea? trade.
ethnic for ‘foreign’, ‘exotic’, as used of food, clothes, . . . music.
euphoria for ‘happiness’, and particularly’ over- optimism’ .
Euro- is giving rise to all manner of compounds relating to the European community, as with *Eurobond*, *Eurocrat*, *Eurotunnel*, *Eruo-sceptic*, *Euro-n Euro-Dollar*.

feedback is loosely used for ‘response’, as in ‘get some feedback from our advertising campaign’. *flavour* of the month (or week, or year) for ‘a temporary fashion’: A cliché *friendly* is another popular suffix. From the computing term ‘user-friendly’-‘easy for the non-specialist to use’, it has broken away to form such compounds as ‘ozone-friendly’ (of products) and ‘citizen-friendly’ (of comprehensible legal drafting).
Global for ‘worldwide’, popularized first by Marshall McLean’s concept of ‘the global village’, and now occurring constantly in ‘global warming’.
Grass roots for ‘ordinary people’; ‘the rank and file’.
Green (as adj., n., and v.) for ‘anything to do with environmental issues’. We now have ‘green products’, ‘green labeling’, ‘the Greens of Green party’, and of course ‘Green peace’.
Guidelines for ‘principles’; ‘criteria guiding action’. *Image* for ‘perceived reputation’, as in ‘his public image’, ‘image-building’.
Implement for ‘carry out’, ‘fulfill’: One implements plans, promises, policies.
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In-depth for ‘thorough’; ‘detailed’, as in ‘an in-depth study’ .
Input for ‘anything contributed to a system’: ideas, money, or persons might all be input.
Integrifte (both transitive and intransitive) for ‘blend’; ‘mix’; ‘amalgamate’.
Interface for ‘point of interaction’; ‘frontier’ as in ‘the interface between technology and design’.

Knee-jerk for 'automatic' 'stereotyped', as in 'knee-jerk radicalism' .
lifestyle for 'habits'; 'way of life', A piece of marketing jargon.
Logistics for 'detailed organization for carrying out a plan'; originally a military word.
Low profile for 'unobtrusive behaviour',
Major and minor as in 'major surgery', 'of very minor importance' .
Marginal for 'insignificant', as in 'a marginal improvement' .
Massive for 'substantial'; 'extensive',
Meaningful for 'important',
mileage for 'advantage'; 'potential' . .
model as in 'democracy on the Western model', *Motivate, motivation*, for 'to act as an incentive'; used particularly in managerial jargon.
Objective (adj.) for 'unbiased',
Obscene as a blanket term of disapproval.
ongoing for 'current'; 'in process'.
Optimal, optimum for 'best',
Orchestrate for something like 'stage-manage': 'He orchestrated the whole meeting'.
Overall (adj.) for 'total'; 'inclusive', as in 'the overall cost' ,
palpable for 'obvious', as in 'a palpable lie'.
Paradigm for 'typical example', as in 'This episode is a paradigm of the problems that confront us.'
Parameter for 'limit'; 'boundary'; 'to work within the parameters of time and money'.
paranoid a technical word from psychiatry, loosely used for suspicious.
peak (adj.) 'for a highest point in a record of figure that fluctuates; 'Output peaked last March.'
Perspective for 'outlook', as in 'get a different perspective on things'.
prestigious for 'socially impressive'.
Profile for 'description'; 'specification', as in 'job profile'. *Rat race* for 'ceaseless and undignified competition for success in one's career, social status, etc'.; a journalistic cliché.
reaction when used simply for 'opinion'; 'answer'. *Realism, realist, realistic* as in 'charge a realistic price'. *repercussions* for 'results'.
Rewarding for 'worthwhile'.
Scenario for 'possible state of affairs'.
Significant as in 'a significant improvement'. *Situation* for 'state of affairs'.
Sophisticated as in 'sophisticated techniques'. *Spectrum* as in 'a wide spectrum of opinion'.
Spin-off for 'by-product'.
State-of-the-art as in 'state-of-the-art engineering'. *Subjective* for 'biased'.
Supremo for 'person in charge'.
Symbiosis, symbiotic; technical terms in the life sciences but now applied to anything 'mutually beneficial'. *Syndrome*: originally a medical term but now widely used for 'condition', as in 'the bored-housewife syndrome'.

Target for ‘goal’; ‘objective’. It is absurdly used in such contexts as ‘to exceed one’s target’, since one might suppose that the idea of a target is to hit it.

Taskforce for ‘unit specially organized for a task’. *Track record* for ‘a person’s past performance’ .

Trauma, traumatic, traumatize, originally technical terms in medicine and psychology, but now loosely used for ‘anything upsetting’; ‘a traumatic love affair’. *Viable*; a biological term now loosely used for ‘practicable’; ‘sound’, as in ‘economically viable’ or ‘a viable alternative’.

workshop for ‘any meeting for discussion or practical work’, as in ‘a theatre workshop’.

Yardstick for ‘a standard’; ‘criterion’.