



BBC WORLD SERVICE LEARNING ENGLISH

Business Jargon



Business Jargon 商业行话

Managers Overuse Business Language 管理者过分使用商业语言

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习。

Most people like using **short cuts**. We all usually want to get from A to B as quickly as possible and when we want to get our message across to people with the same job as us, we often use **jargon**. It's a kind of short-cut that helps us communicate without **wasting time**. Jargon is simply a kind of language **shorthand** that lets us say what we mean quickly. Or is it?

In the business world you might expect to hear or use a lot of jargon. However, a report just out in Britain claims that most managers **overuse** business jargon and that this has a negative effect on how staff feel.

Investors in People - a **public body** whose main **stakeholder** is the Department for Education and Skills – says that using terms like "blue-sky thinking" rather than saying more **plainly** "imagine new or different ways of doing things" **baffles** employees and **widens the gap** between managers and staff.

Most employees in Britain, according to this **survey**, have a **low opinion** of colleagues who use management jargon. Over a third of those surveyed think it shows a **lack of confidence** and almost one in five think people who use it are **untrustworthy** or trying to **cover something up**.

Some of the most overused business expressions that **fell foul** of those surveyed (and their more **straightforward** explanations) were: Get our ducks in a row (have everything arranged efficiently), brain dump (tell everything you know about a particular subject) and think outside the box (be creative in how you think about problems).

Peter Russian from Investors in People said that an **effective boss** is one who can communicate in a way which everyone can easily understand not one who uses a lot of management jargon.

So now that you've got the helicopter view (just an overview) of business jargon, it's time to give you a heads up (a warning) not to overuse this management speak. But that's a real no-brainer (that's simple), isn't it?

Glossary 词汇表

short cuts – 捷径	jargon – 行话；专业语
wasting time – 浪费时间	shorthand – 速记
overuse – 过分使用	investors – 投资人
a public body – 公共机构	stakeholder – 股东
plainly – 简单地；明白地	baffles – 使困惑
widens the gap between – 加大鸿沟	survey – 统计调查
a low opinion of – 不赞赏	a lack of confidence – 缺乏信心
untrustworthy – 不值得信任的	cover something up – 掩盖什么东西
fell foul – 最不赞同；有争议	straightforward – 直截了当
creative – 有创造力的	effective – 有效力的

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真？哪句是假？请圈出正确答案。

1. Using jargon is often a way of saving time when you're talking to people you work with. True / False
2. It's usual for people in business to use jargon. True / False
3. "Blue sky thinking" means to talk about sunny weather. True / False
4. According to the survey, most workers admire their bosses who use a lot of jargon. True / False
5. According to Peter Russian, if you use a lot a jargon, people will think you're a good manager. True / False

2. People, Objects and Actions 人物, 物体和行动

Look at the words in the boxes. Decide whether each word relates to a person, a place, an object or an action and put it in the correct column in the table. Two have already been done as examples.

下列框中的单词哪些是分别与人物, 物体和行动有关的? 请按照下列例子将它们正确地归列到表格中.

People	Objects	Actions
a stakeholder	a report	

a survey

communicate

an employee

feel

a box

overuse

a colleague

a manager

widen

a boss

a helicopter

3. Error Correction 改错

Each of these sentences has a mistake in it. Find the mistake and rewrite the sentence correctly.

下列句子中各有一个错误。找出错误并写出正确的句子。

1. Using jargon can sometimes save a lot of the time in business.

2. A new survey has just coming out that says managers overuse jargon.

3. Employees feel confused when managers use a lot of jargon business.

4. "To think outside the box" is an example at business jargon.

5. I think people who use jargon have got none imagination.

6. It's better to use everyday, ordinary language rather then jargon.

4. Wordsearch 单词搜索

Try to find the words associated with business in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m).

请在下面的字谜游戏中，找出与商业有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

h	a	l	a	b	o	u	r	o	o	b	a
e	s	s	m	e	e	t	i	n	g	u	a
a	p	a	a	a	p	h	e	a	q	u	d
d	r	l	n	d	r	a	s	c	u	u	v
q	o	l	a	v	o	r	s	b	s	a	e
u	f	e	g	e	f	b	p	a	m	u	r
a	i	r	e	p	o	r	t	n	l	e	t
r	s	a	l	e	r	y	w	l	v	e	i
t	r	s	l	k	l	o	s	s	a	b	s
e	e	a	e	a	h	g	f	l	c	b	i
r	p	m	a	t	m	a	n	i	p	y	n
s	o	j	a	s	s	e	e	t	t	a	g

headquarters	manage	meeting	report	
profit	loss	sales	advertising	labour
asset				

Answers 答案

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- It's usual for people in business to use jargon. **True**
- "Blue sky thinking" means to talk about sunny weather. **False**
- According to the survey, most workers like their bosses who use a lot of jargon. **False**
- According to Peter Russian, if you use a lot a jargon, people will think you're a good manager. **False**

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下列句子中各有一个错误。找出错误并写出正确的句子。

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- A new survey has just come out that says managers overuse jargon.
- Employees feel confused when managers use a lot of business jargon.
- "To think outside the box" is an example of business jargon.
- I think people who use jargon have got no imagination.
- It's better to use everyday, ordinary language rather than jargon.

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a boss		

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h		l	a	b	o	u	r				
e			m	e	e	t	i	n	g		a
a			a								d
d			n								v
q			a				s				e
u			g					a			r
a		r	e	p	o	r	t		l		t
r	s				r					e	i
t		s			l	o	s	s			s
e			e				f				i
r				t				i			n
s									t		g