



There are words we should avoid if we want to give a professional image and transmit clear messages.

## Better Speaking: Words to Avoid

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Avoid words that are hard to pronounce. If you have problems saying *otorhinolaryngologist* use *specialist* or *doctor* instead. We don't want listeners to look at each other wondering what we mean!

Avoid negative words; it's better to comment "Your stand looks modern now" than to say "Your stand looked old last year".

Avoid expressions that have lost their value, such as *generally speaking*, *fierce competition* or *terrific results*. These phrases have no meaning and distract listeners from the real point in your message.

Avoid words that dilute meaning like *sort of* or *just about*. Indicate the amounts. Say “Sales increased by 2% percent” instead of “Sales sort of increased.”

Avoid foul language because dirty words could offend listeners.

Avoid phrases that add no meaning, as *serious crisis* or *completely surrounded*. If it's not serious it's not a crisis and if it's not completely it's not surrounded!

Avoid slang because you might be using it in the wrong context. Also, slang differs from group to group so people might not understand what you're saying.

Avoid gender specific expressions. Say *salesperson* in place of *salesman* or *saleswoman* and *businesspeople* instead of *businessmen* and *businesswomen*. You won't offend any of the sexes!

Avoid words that native speakers change when replying to you. They might be politely indicating that what you have just said is wrong.

Andrew's advice: If you have any doubt about a word explain it. Everyone will understand *ear specialist* if you use it in place of *otorhinolaryngologist*.

***Otorhinolaryngologist***

*nose, throat and ear doctor.*

***Fierce***

*strong.*

***Sort of & just about***

*approximately.*

***Foul language & dirty words***

*offensive language.*

***Slang***

*very informal language.*

***Gender specific***

*only for one sex.*