

# CAMBLY E-BOOK

## DECODE THE JARGON: MASTERING THE LANGUAGE OF PROFESSIONALS

In this E-book, you will find a list with 100 examples of professional jargon in English, divided by professional field. You will also learn how to use them with concrete examples!





# WHAT IS JARGON?

Jargon is the specialized terminology associated with a particular field or area of activity. Jargon is normally employed in a particular communicative context and may not be well understood outside that context. Learn jargon and improve your English communication in different professional fields!

**E-BOOK WITH  
A LIST OF  
JARGON  
WORDS  
DIVIDED BY  
PROFESSIONAL FIELD**



# Accounting

## 01. Accruals

Revenue or expenses that have been recognized but not yet recorded in the accounting system.

*"At the end of the fiscal year, the company had \$10,000 in accrued expenses for employee bonuses that had not yet been recorded in the accounting system."*

## 02. Amortization

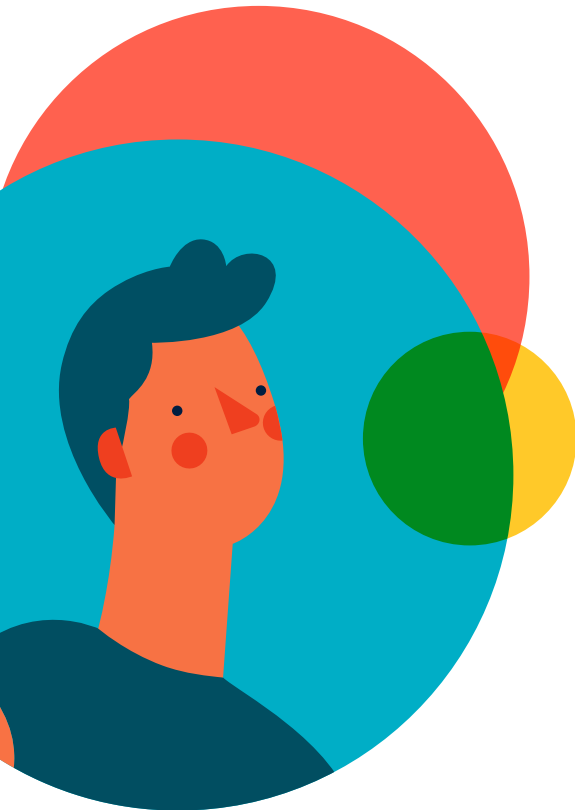
The gradual reduction of an asset's value over time.

*"The company purchased a patent for \$50,000 and decided to amortize the cost over a period of 10 years, resulting in an annual amortization expense of \$5,000."*

## 03. Capital expenditure

An expense that is expected to benefit the company over a long period of time, such as the purchase of a new building or equipment.

*"The company's decision to build a new factory is considered a capital expenditure because it is a long-term investment that will benefit the company for many years."*





## 04. Cost of goods sold (COGS)

The direct costs associated with producing and selling a product.

***"The company's cost of goods sold increased by 20% due to the rise in raw material prices and an increase in production costs."***

## 05. Depreciation

The reduction of an asset's value over time due to wear and tear or obsolescence.

***"The company's delivery van has been in use for four years, and due to wear and tear, it has depreciated in value by \$5,000."***

## 06. Double-entry accounting

A system of accounting that records each transaction in two different accounts, one for debits and one for credits.

***"The company uses double-entry accounting to ensure that each transaction is accurately recorded in both the debit and credit accounts, which helps prevent errors and ensures the accounts are balanced."***

## 07. GAAP (Generally Accepted Accounting Principles)

The set of accounting principles and standards that are generally accepted in the United States.

***"Following GAAP guidelines, the company's financial statements are prepared to provide consistent, transparent, and reliable information to investors and stakeholders."***

## 08. Ledger

A record of all the financial transactions of a company.

***"The accountant recorded all the company's financial transactions in the ledger, including sales, expenses, and other financial activities."***

## 09. Profit and loss statement (P&L)

A financial statement that summarizes a company's revenues, costs, and expenses over a specific period of time.

***"The company's profit and loss statement showed a net loss of \$50,000 due to a decrease in revenue and an increase in operating expenses."***



## 01. Abstract art

Art where representational forms, such as figures or landscapes, are often exaggerated, distorted or simplified until they become virtually unrecognizable.

***"The museum exhibit featured a range of abstract art styles, from the bold brushstrokes of the expressionists to the geometric forms of the minimalist movement."***

## 02. Body Art

Practice of an artist using their own body as a canvas for their work.

***"Marina Abramovic is a performance artist known for using her body as a medium in her provocative and often controversial body art pieces."***

## 03. Canvas

A heavy fabric stretched over a wooden frame and a substrate (base) for paint.

***"The artist carefully sketched her design onto the canvas before picking up her paintbrush and beginning to apply the colors."***





## 04. Collector

Someone who buys, or collects, art.

***"The wealthy collector amassed an impressive collection of rare artwork, including several pieces that had been thought to be lost for decades."***

## 05. Curator

Someone whose job is to create and run exhibitions or look after a collection.

***"The museum's curator selected and arranged the artwork in the exhibit to showcase the progression of the artist's style and technique over time."***

## 06. Emerging artist

Someone at the start of their career, who is just starting to get some attention.

***"The art gallery is hosting a showcase for emerging artists, providing a platform for new talent to gain exposure and connect with potential collectors."***





## 07. Galerist

The owner or person responsible for a gallery.

***"The gallerist was known for her keen eye for emerging talent, often featuring up-and-coming artists in her exhibits before they gained wider recognition in the art world."***

## 08. Graffiti

A type of art that exists usually on outdoor walls and is created often without permission, typically using spray paint.

***"The abandoned building was covered in colorful graffiti, each mural and tag a reflection of the urban culture and creativity of the community."***

## 09. NFT

Shorthand for 'non-fungible token,' it states that you are the owner of a digital work.

***"The digital artist sold an NFT of their artwork for a record-breaking price at auction, highlighting the growing popularity and value of non-fungible tokens in the art world."***



## 10. Palette

The range of colors an artist uses.

***"The painter carefully mixed the colors on her palette, experimenting with different combinations until she found the perfect shade for her artwork."***

## 11. Polaroid

Photographic film that gives an instant and unique positive or negative print.

***"The photographer snapped a quick Polaroid of the stunning sunset, capturing the vibrant colors and fading light in a moment that would last a lifetime."***

## 12. Pop Art

Form of art that appropriates the materials, styles and imagery of mass media.

***"The bold colors and playful imagery of pop art, popularized in the 1960s, continue to inspire contemporary artists today."***



## 13. Triptych

Three artworks in a row, not to be confused with Diptych.

***"The church's altar featured a stunning triptych of religious imagery, each panel intricately painted with scenes from the Bible."***

## 14. Vernissage

Preview or private view, the opening night of an exhibition.

***"The art museum hosted a lavish vernissage for their latest exhibit, inviting high-profile collectors and patrons to get a first look at the stunning works on display."***

## 15. Zeitgeist

The predominant trends, tastes, outlooks or ideas that exist in the dominant thought patterns and opinions of an era.

***"The artist's work was a reflection of the zeitgeist of the 1960s, capturing the spirit of social and political change that was sweeping the nation."***



## 01. B2B

Business to Business: A business model where companies sell products or services to other companies rather than individual consumers.

***"Our company specializes in B2B sales."***

## 02. CRM

Customer Relationship Management: A strategy for managing a company's interactions with customers and potential customers. It involves using data analysis to improve customer interactions, retention, and sales growth.

***"Our customer service team uses a CRM system to manage all interactions with clients, including tracking their purchase history and resolving any issues they may have."***

## 03. Deep dive

An in-depth examination or analysis of a topic.

***"We need to do a deep dive into our sales data to figure out why our numbers have been declining over the past quarter."***

## 04 .Due Diligence

Research, investigation or exercise of care that a reasonable business or person is normally expected to take before entering into an agreement.

***“Before investing in a new company, it's important to do your due diligence and research their financials, management team, and market potential.”***

## 05. EBITDA

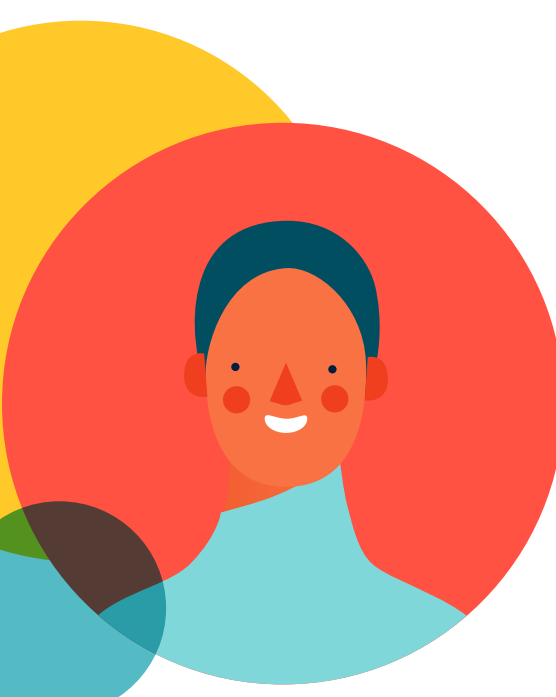
Earnings Before Interest, Taxes, Depreciation, and Amortization: A financial metric used to measure a company's operating performance. It provides an indication of a company's profitability by subtracting all expenses except interest, taxes, depreciation, and amortization from its revenues.

***“The company's EBITDA for the last quarter increased by 15%, indicating a strong financial performance.”***

## 06. Gain traction

Moving toward the desired goal, beginning to be successful.

***“Our new marketing campaign is starting to gain traction with our target audience.”***





## 07. Game changer

New event, idea, or process that represents a significant shift in the current way of doing or thinking about something.

***“The new electric car model was a game changer for the automotive industry.”***

## 08. Heavy lifting

Difficult duty or task requiring the most effort, resources

***“The team had to do some heavy lifting to complete the project on time.”***

## 09. IPO

Initial Public Offering: The first time a company offers its stock to the public. It's a way for companies to raise capital and become publicly traded.

***“The tech startup is planning to raise \$100 million through an IPO next year.”***

## 10. I'll ping you

I'll follow up.

***“Sure, please ping me when you have more information about the project.”***





## 11. KPI

Key Performance Indicator: A measurable value that helps businesses track their progress towards specific goals.

***“Our KPI for this quarter is to increase our customer satisfaction rating by 10%.”***

## 12. Low-hanging fruit

The most easily achieved of a set of tasks, measures, goals, etc.

***“The marketing team decided to prioritize the low hanging fruit first by targeting the customers who had already shown interest in the product.”***

## 13. M&A

Mergers and Acquisitions: A business strategy that involves the consolidation of two or more companies into a single entity. M&A is often used to improve a company's competitiveness or to achieve synergies.

***“The M&A department was responsible for negotiating the terms of the acquisition.”***



## 14. Move the needle

To have enough of an effect that people notice a change.

***“We need to come up with a new marketing campaign that can really move the needle and increase our sales.”***

## 15. Pivot

Change directions, completely change the way in which one does something.

***“After analyzing our data, we realized our initial strategy wasn't working, so we decided to pivot and focus on a new target market.”***

## 16. R&D

Research and Development: A process by which companies develop new or improved products or services. R&D involves conducting research, testing, and developing prototypes in order to bring new ideas to market.

***“The company invested a significant amount of money into research and development to create a new line of products.”***

## 17. ROI

Return on Investment: A financial metric used to measure the profitability of an investment. It measures the gain or loss generated on an investment relative to the amount of money invested.

***“The company invested in a new software system and calculated its ROI to be 20% in the first year, indicating that the investment was profitable.”***

## 18. SWOT

Strengths, Weaknesses, Opportunities, Threats: A strategic planning tool used to evaluate a company's internal and external factors. It helps identify the company's strengths and weaknesses, and the opportunities and threats it faces.

***“Before launching the new product, we need to conduct a SWOT analysis.”***

## 19. Top of mind

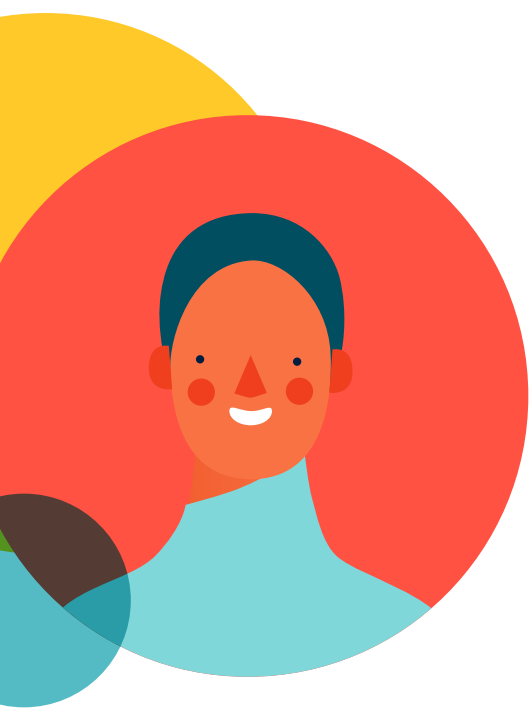
Most important idea or thought.

***“Our company is facing a serious security breach. Resolving the breach is the top of mind task for the IT department.”***

## 20. Win-win

Good for both parties.

***“The negotiation resulted in a win-win situation for both parties involved.”***



## 01. BYOD

Bring Your Own Device (e.g., computer/tablet) for classroom work.

***“BYOD policies in schools can help students learn to use their own devices responsibly while also reducing the cost burden on schools to provide technology.”***

## 02. Collaborative learning

Students working together.

***“Collaborative learning allows students to work together on projects and assignments, fostering teamwork and enhancing their critical thinking skills.”***

## 03. Collaborative teaching

teachers work together, often across subjects (English+history, math+science, etc.).

***“Collaborative teaching involves multiple educators working together to create and deliver lesson plans, promoting a more comprehensive learning experience for their students.”***







## 04. ESL

English as a Second Language

***“The ESL teacher used various interactive activities to engage her students and help them improve their English language skills.”***

## 05. Flipped classroom


Students watch video instruction at home, then do “homework” while at school with a teacher present.

***“I'm planning on implementing a flipped classroom approach in my next semester, in order to engage in more interactive activities during our time together.”***

## 06. Literacy

The ability to read and write.

***“Developing literacy skills is essential for success in academic and professional settings, and can greatly improve an individual's quality of life.”***



## 07. STEAM (Science, Technology, Engineering, Arts, and Mathematics)

An educational approach that integrates these five subjects to promote interdisciplinary learning.

***“Incorporating the arts into STEM subjects, STEAM education aims to engage students in a more creative and innovative approach to learning.”***

# Environment

## 01. Biodiversity

The variety of living organisms in a given ecosystem or area.

***“The conservation of biodiversity is essential for the preservation of natural ecosystems and the sustainability of life on Earth.”***

## 02. Carbon footprint

The total amount of greenhouse gases emitted by an individual, organization, or product over a given period of time.

***“I try to reduce my carbon footprint by biking to work instead of driving a car.”***



### 03. Climate change

A long-term shift in global weather patterns caused by human activities, primarily the burning of fossil fuels.

***“The scientific evidence shows that human activities, particularly the burning of fossil fuels, are the main cause of climate change.”***

### 04. Ecosystem

A community of living organisms and the nonliving components of their environment with which they interact.

***“The ecosystem of the tropical rainforest is incredibly diverse, with a wide variety of plant and animal species.”***

### 05. Environmental impact assessment

The process of evaluating the potential environmental effects of a proposed development or project.

***“The company conducted an environmental impact assessment before starting the construction of the new factory.”***



## 06. Greenhouse gases

Gases, such as carbon dioxide and methane, that trap heat in the Earth's atmosphere and contribute to climate change.

***“Burning fossil fuels such as coal, oil, and gas releases large amounts of greenhouse gases, contributing to global warming and climate change.”***

## 05. Habitat

The natural environment in which an organism lives and grows.

***“The destruction of forests is a major threat to the habitat of many animal species.”***

## 06. Mitigation

Stopping something from getting worse.

***“The construction company implemented several mitigation measures to minimize the environmental impact of the new development project.”***



## 07. Renewable energy

Energy derived from sources that can be replenished naturally, such as wind, solar, and hydro power.

***“Investing in renewable energy is a key step towards reducing our dependence on fossil fuels and mitigating the impacts of climate change.”***

## 08. Sustainability

The use of resources in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs.

***“Sustainability is a critical concept in modern business practices, with companies now making a conscious effort to ensure that their operations do not compromise the ability of future generations to meet their needs.”***

## 09. Sustainable development

Living in a way that is good for people alive today and for people in the future.

***“The city council's new plan for urban development focuses on sustainable development by prioritizing green spaces and public transportation in order to reduce carbon emissions and promote healthy living.”***





## 10. Tipping point

When it is too late to stop effects of climate change.

***“The increasing temperature of the planet is getting close to a tipping point, beyond which it will become extremely difficult to avoid the catastrophic effects of climate change.”***

# Marketing

## 01. A/B testing

an experiment that compares the performance of 2 versions.

***“The marketing team conducted A/B testing on two different landing pages to see which one had a higher conversion rate.”***

## 02. Bounce rate

The percentage of visitors to a website who leave after viewing only one page.

***“The bounce rate for the website was high, indicating that visitors were not staying on the site for long periods of time.”***

### 03. Call to action (CTA)

A statement or button that encourages a website visitor to take a specific action, such as "Buy now" or "Subscribe".

***"Make sure to include a clear and compelling CTA at the end of your email to encourage more clicks and conversions."***

### 05. Click-through rate (CTR)

The percentage of people who click on a link, advertisement, or call-to-action button.

***"I was able to improve my website's click-through rate (CTR) by optimizing the meta descriptions and page titles."***

### 06. Content marketing

Blog posts, videos and other materials to attract potential customers.

***"Effective content marketing can help businesses establish their brand authority, engage with their audience, and drive traffic and leads to their website."***





## 07. Conversion

When a potential customer becomes a paying customer

***"By implementing A/B testing on our website's landing pages, we were able to increase our conversion rate by 25%."***

## 08. Cost per click (CPC)

The amount of money that an advertiser pays each time someone clicks on an advertisement.

***"Our digital advertising campaign has a maximum cost-per-click (CPC) of \$2, which helps us manage our budget while still driving traffic to our website."***

## 09. Growth hacking

Action of using technology, analytics and product development to grow a company's audience

***"Growth hacking techniques often involve rapid experimentation and testing to identify and implement creative and cost-effective ways to accelerate a company's growth."***



## 10. Impressions

The number of times an advertisement is displayed on a web page.

***"Our social media campaign received 100,000 impressions, indicating that our content was viewed by a large audience."***

## 11. Key performance indicator (KPI)

A metric that measures the success of a marketing campaign or strategy.

***"Our key performance indicators (KPIs) include website traffic, conversion rate, and customer satisfaction, which we use to measure the success of our marketing campaigns."***

## 12. Search engine optimization (SEO)

The process of optimizing a website to rank higher in search engine results.

***"Search engine optimization (SEO) involves optimizing website content and structure to improve organic search rankings and drive traffic to a website."***



## 13. Unique visitors

The number of individual visitors to a website over a specific period of time.

***"By analyzing the number of unique visitors to our website over a given period, we can better understand the effectiveness of our marketing campaigns in driving new traffic and expanding our customer base."***

# Medical and Health

## 01. ABG

Arterial Blood Gas: An arterial blood gas (ABG) tests blood taken from an artery and measures oxygen, carbon dioxide, and acidity in a blood sample to see how well your lungs and heart function.

***"The doctor ordered an arterial blood gas test to evaluate the patient's respiratory function and determine if they require supplemental oxygen therapy."***

## 02. BP

Blood Pressure: The pressure of the blood in the circulatory system.

***"The doctor measured my blood pressure and said it was a bit high."***





### 03. C-Section

Cesarean Section or surgery to deliver a baby.

***“After a long labor, the doctor decided to perform a C-section to safely deliver the baby.”***

### 04. CAT/CT Scan

Computerized Axial Tomography: A body scan that uses X-rays and a computer to create detailed images of the inside of the body.

***“The doctor ordered a CAT scan to get a better look at the patient's internal injuries.”***

### 05. Claudication

Limping caused by a reduction in blood supply to the legs.

***“The patient reported experiencing claudication, a painful cramping in the legs while walking, which improved with rest.”***



## 06. Electroencephalogram (EEG)

A test that measures the electrical activity in the brain.

***“The EEG test measures the electrical activity in the brain and can help diagnose conditions such as seizures or epilepsy.”***

## 07. FX

Bone fracture.

***“The X-ray showed an FX, or fracture, in the patient's arm.”***

## 08. MRI

Magnetic Resonance Imaging: noninvasive medical imaging test that produces detailed images of almost every internal structure in the human body, including the organs, bones, muscles and blood vessels.

***“The doctor ordered an MRI to investigate the cause of the patient's persistent headaches.”***



## 09. Nasogastric tube (NG tube)

A tube that is inserted through the nose and into the stomach to provide nutrition or medication.

***“The nurse inserted an NG tube through the patient's nose to help drain excess stomach contents.”***

## 10. STAT

Immediately.

***“The lab results were needed urgently, so the doctor ordered the tests to be done STAT.”***

## 11. Vitals

Vital signs. They are measurements of the body's most basic functions.

***“The nurse checked the patient's vitals, including blood pressure, heart rate, and temperature, and recorded them in the medical chart.”***

# Technology



## 01. Agile

A software development methodology that emphasizes flexibility and collaboration.

***“Our software development team uses an agile methodology to quickly adapt to changing requirements and deliver high-quality products to our clients.”***

## 02. Algorithm

a set of instructions for a program

***“The search engine uses a complex algorithm to rank websites based on relevance and popularity.”***

## 03. Artificial Intelligence (AI)

The simulation of human intelligence in machines that are programmed to learn and perform tasks that would typically require human intelligence, such as speech recognition, decision-making, and problem-solving.

***“AI is being used in many industries, from healthcare to finance, to help automate processes and make better decisions.”***



## 04. Augmented Reality (AR)

The integration of digital information into a user's real-world environment, typically achieved through the use of a mobile device or headset.

***“Augmented reality (AR) technology allows users to experience digital content in the real world, enhancing their perception of the environment around them.”***

## 05. Back end

the server side of an application that provides functionality.

***“The back end of a website or application is responsible for handling the server-side processing and data management, while the front end handles the user interface and presentation.”***

## 06. Big data

A set of data that's too large for a traditional processing system to handle.

***“By analyzing large amounts of customer data, companies can gain valuable insights and make data-driven decisions to improve their products and services.”***

## 08. Blockchain

A decentralized digital ledger that records transactions across a network of computers, providing a secure and transparent record of those transactions.

***“Blockchain technology allows for secure and transparent transactions, making it ideal for industries such as finance, healthcare, and supply chain management.”***

## 09. Bug

A coding error that interferes with a website's normal operation.

***“The software developer was able to fix the bug in the code that was causing the program to crash.”***

## 10. Cybersecurity

The practice of protecting computer systems, networks, and sensitive information from theft, damage, or unauthorized access.

***“As more businesses move their operations online, the need for strong cybersecurity measures to protect against cyber attacks becomes increasingly important.”***





## 11. DevOps

A series of practices and tools that blends software development and IT operations.

***“Our company is implementing a DevOps strategy to improve communication and collaboration between our development and operations teams and to automate our software development pipeline.”***

## 12. HTML (Hypertext Markup Language)

A markup language used to create web pages.

***“As a web developer, I spend most of my day working with HTML and other web development technologies to build and maintain websites and web applications.”***

## 13. Firewall

A network security system that monitors and controls incoming and outgoing network traffic.

***“The company's IT department installed a firewall to protect the company's internal network from external threats, such as hackers and malware.”***

# PRACTICE TIME!



## Jargon Challenge

How about training your English  
using some jargon from your field of  
work?

Write five sentences using jargon  
from your field!



