Jargon and Buzzwords

Resource: <https://www.plainenglish.co.uk/>

The Plain English Campaign.

Jargon and Buzzwords do not carry well if you don’t explain to the general audience.

Example 4.41-1

Customer-faced solutions.

Customer-focused solutions.

Client-centered solutions.

Value-added solutions.

Outcomes-based orientations.

Systems-aligned procedures.

Best-in-class analytical tools.

Revision: 1

Revision: 2

Example 4.41-2

We are the market-leading service provider in the entertainment space offering state-of-the-art, value- added solutions to stakeholders around the globe.

Revision: 1

We are the world’s biggest cinema chain.

Revision: 2

Example 4.42 -3

I am a dynamic individual and best-in-class team player dedicated to evolving an innovative approach to managing workflow environments in the marketing arena of food retail sphere.

Revision: 1

I have spent the past three years running marketing campaigns for a major supermarket.

Revision: 2

Example 4.41 -4

We see the company’s outlook as solid over the medium term.

Revision: 1

Revision: 2