1. Evaluate the comment:
   * This statement comes across as pretentious and patronizing to others. It’s not even just that some might not understand, but also that reading or listening to someone who is just throwing out random big words is annoying and tiring. This could lead to losing potential new readers who find the comment rude.
2. Discuss word length:
   * While some short words are hard and some long words are easy, short words tend to convey a message more quickly and simply. They can also appeal to a wider audience if you’re speaking about a topic that is not common knowledge.
3. Discuss business cliches:
   * Using business cliches is more appropriate when the audience is able to understand the message being conveyed. Using simpler terms will allow for a wider audience, which could be important in a workplace where you may be in separate departments.
4. Discuss technical language leading to miscommunication:
   * Technical jargon is effective when communicating with someone in the same role as you, such as programmer to programmer. When communicating with someone who isn’t familiar with the technical jargon, it should only be used when it is necessary or helps to properly convey your message.
5. Define and give examples of active and passive voice:
   * Examples -
     1. “I kicked the ball” is active – the action is done by the subject.
     2. “The ball was kicked by me” is passive – the action is done to the subject.
   * When to use each -
     1. Passive voice should be used when the action is not important.
     2. Active voice should be used when the action is more important.
6. Discuss the statement:
   * Society changes over time, it is important to adapt to those changes in order to avoid offending others or miscommunicating. Using correct pronouns is as important as using correct terminology based on your audience.