

Do you speak Jargonese?

Chances are you do...especially if you are in marketing, or the government.

I just came across the article “How to ‘unsuck’ you jargon” on Ragan’s PR Daily. The key seems to go to Unsuck-It.com and type in the offending phrase or word, such as “above the fold” or “leading edge.”

The issue is that most people who are fluent in Jargonese don’t really realize they are speaking in Jargonese. It seems perfectly natural to say things like: “We are currently working on aligning our values with our mission, while creating storytelling capacity in case there is a barrier to entry and we need to create synergies to boost the bottom line.”

But hey, Unsuck-It.com may only be a stop-gap measure. You may need to restructure your language skills.

