



ROUND 44

What Useless Buzzwords Will You Leave Behind This Year?

Source: Fast Company

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1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [To know sth like the back of my hand](#)

- Definition
- Example

QR코드를 통해 **To know sth like the back of my hand** 의 설명 영상을 보실 수 있습니다.



1. Buzzword (noun) - a trendy or popular term, often used in a specific industry or field, that may lack clear meaning or has become overused.

ex) Many in the tech industry believe that "innovation" has become a **buzzword**, losing its true significance.

"What's one industry **buzzword** that needs to go away in 2023?"

2. Stigmatize (verb) - to characterize or brand someone or something with a negative mark or label, often leading to discrimination or bias.

ex) The media's portrayal of certain communities can **stigmatize** them, perpetuating harmful stereotypes.

"Crypto is a subset of blockchain and it is a tool that can be very useful, but I feel like crypto has been **stigmatized**, so I think it needs to take a pause for a little."

3. Circle back (phrasal verb) - to revisit or return to a topic or discussion at a later time.

ex) After the initial meeting, we decided to **circle back** next week to discuss the project in more detail.

"Wow. I would say **circle back**. Let's circle back to this."

4. Long-winded (adjective) - using more words than necessary, often in a tedious or lengthy manner.

ex) His **long-winded** explanation made it difficult for others to understand the main point.

"And anything that's too **long-winded** or too just metaphorical, you know, we could just kind of get to the point."

5. Get to the point (idiom) - to communicate directly and succinctly, providing the essential information without unnecessary details.

ex) Instead of rambling on, please **get to the point** of your argument.

"And anything that's too long-winded or too just metaphorical, you know, we could just kind of **get to the point**. Yes. You know, I,"

2. Listening Drill

What's one industry buzz word that needs to go away in 2023?

Oh my God, girl math.

There's a really big trend right now among Gen Z and Gen Alpha that it's the girl math is quite the opposite of **financial literacy** in women. And basically it just states that there's no saving, there's no earning. It's just everything that I think that does not represent women in business.

Crypto

Industry buzzword that needs to go away. I would have to say is crypto. Crypto is **a subset of blockchain** and it is a tool that can be very useful, but I feel like crypto has been stigmatized, so I think it needs to take a pause for a little.

Circle Back

Wow. I would say circle back. Let's circle back to this. Just say **follow up**. Hi, I am following up on this. And anything that's too long-winded or too just metaphorical, you know, we could just kind of get to the point.

Suitcase Words.

You know, I, I, I don't want to come for innovation, but like, it's a suitcase words like um there these words they're suitcase words. You have to **unpack them and like**, if it means everything to everybody, it doesn't mean anything to anybody.

Industry Words

What's one industry buzzword that you feel should go away this year? I think the word **buzz** itself, you know, everyone that joined social media or is available in digital forms, you know, music, arts, whatever it is, everyone is looking for that buzz for that going viral. Yes, that's the word viral.

Viral should have gone away a long time ago.

3. Summary

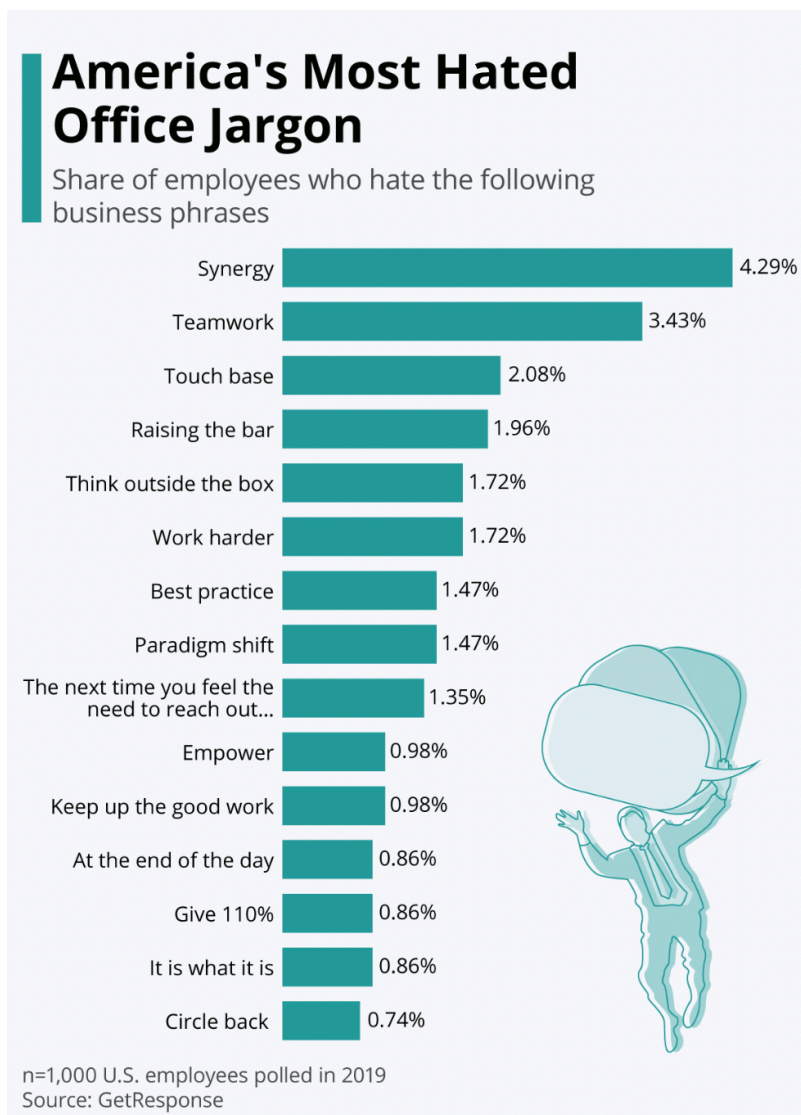
Summarize what you have seen/heard in two or three sentences

Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.



America's Most Hated Office Jargon

by Niall McCarthy, Feb 5, 2021

The pandemic might have brought office life to a shuddering halt across much of the world but it hasn't allowed workers to breathe a sigh of relief and escape arguably one of the most annoying aspects of office culture - [business jargon](#). Even while working remotely, many office workers are still exposed to buzz words when they "touch base" with the boss over [email](#), Teams, Slack and Zoom. Some phrases tend to get under people's skin more than others and [a 2019 GetResponse survey](#) polled 1,000 U.S. employees to determine the absolute worst of the worst.

This infographic focuses on the 15 worst offenders with the survey's respondents hating the term "Synergy" the most. It was followed by the seemingly innocuous "Teamwork" and the possibly more irritating "Touch base". Further down, some well known and cringe-inducing terms make an appearance such as "The next time you feel the need to reach out..." and of course "Circle back". Despite the dislike for many of these phrases, bosses no doubt feel they are justified. The issue may be more down to senior figures in companies using all of these buzzwords a little bit too often for their employees' liking.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. Which industry or social buzzword do you believe should be phased out in 2023?

Average

1. The speaker talks about the negative impact of being long-winded. Can you recall a personal or professional experience where concise communication was crucial, and how did it affect the outcome?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. The concept of "viral" is discussed in relation to social media. How has the pursuit of going viral impacted various aspects of our lives beyond the digital realm, such as in arts, entertainment, or even personal relationships?

Difficult

1. If you were to choose one word to define the year 2023, what would it be, and what factors or events influenced your choice?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change
The number of subscribers **hit a plateau** and remained steady for several months.