



Industry Of The Month:

Telecommunications

Become An Insider

These days, most of us have contact with a wide range of functional areas in our jobs, both internal and external. And it pays to know the jargon, especially in English.

Our monthly feature "Become An insider" focuses on the lingo for a specific industry, business sector or area of a company. Our aim is to help you become familiar with some of the vocabulary and terms in various areas and put you on the path to expanding your business English.

This month we focus on Telecommunications, the industry that provides the **foundation** for our daily digital communications activities. Were it not for this industry, access to all of the digital services that we meanwhile **take for granted** - whether e-mail, Google, Facebook, Amazon or WhatsApp - would not be possible.

WiFi, wifi, Wi-Fi or w-fi?

We all use it, but do we really know what it is? Wi-Fi is a local area network that uses high frequency radio signals to transmit and receive data over distances of a few hundred feet. The Cambridge Dictionary spells it "wi-fi", the Oxford Dictionary and the Merriam-Webster Dictionary use "Wi-Fi". While the technology itself is standard (IEEE 802.11), the spelling isn't.

In Germany, Wi-Fi is referred to as WLAN, an acronym that stands for Wireless Local Area Network, an **apt** description. This begs the question, what does Wi-Fi stand for? Contrary to the urban legend, Wi-Fi does not mean Wireless Fidelity. Wi-Fi was simply a play on words with the term "hi-fi" (high fidelity). In other words, it's a nonsense phrase that turned into a standard term.