

Word of the Day – **Hemorrhage**

Transcript

Hi everyone. Today's word of the day is **hemorrhage**. This word can be naturally used in casual conversations and formal situations. It always has a negative connotation. The definition of **hemorrhaging** is heavily rooted in medicine. If you're a fan of medical dramas or hospital soap operas, you'll probably hear this word very often. In medicine, the word **hemorrhage** is used to describe when a patient has large uncontrollable bleeding due to ruptured blood vessels. For example, people who have strokes usually have lethal hemorrhaging in their brain.

However, most people are not doctors or nurses so the majority of English speakers won't run, or hopefully won't run, into these medical situations. But the word **hemorrhage** is commonly used in another field or industry. When talking about a business that is losing a lot of money or staff, you can use the word **hemorrhage**. Just like blood is essential for a living body, these resources are necessary to run a successful business. Let's say you are running a start-up company but your initial funds are drying up very quickly and if you continue on this path, it may mean you might be out of business soon. You can say to your staff,

“We need to stop hemorrhaging money from the company by cutting all unnecessary spending.”

In this situation, you are making it clear that the company is not using its money effectively and indicating the intensity of the loss is very serious. If you would like more information or the full transcript, please visit our website. Thank you very much and take care.