English for Specific Purposes is a search for principled shortcuts to language competence within an academic or economic domain, usually in a development context. One of the main challenges of ESP program design has traditionally been to determine the minimal domain-specific vocabulary needed to function in an area of study, whether one that is well defined (medicine, engineering) or less well defined (business, tourism). Of less interest, however, has been the question of the general vocabulary that is needed to carry and contextualize domain-specific content. As ESP becomes better understood, and lessons from the past 20 years can be drawn (for example through gatherings like this one), it has become apparent that the role of general vocabulary is equally interesting and important, though possibly more difficult to work with. I will talk about approaches to the less easily defined but equally important *dogs* and *cats* and *houses* and *chairs* of general vocabulary. My talk will include background and context, ways of defining, ways of delivering, learning rates and targets, and empirical support.