

English support
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News & Tips



N B: If you received this newsletter by e-mail, it is (hopefully) because you have expressed a wish to do so. If this is not the case, and/or you do not wish to receive it in future – *please let us know!*

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**Happy New Year
to all our readers!**

Dear friends

We have arrived at the start of English support's third year of existence. The first year was marked by steady growth quarter for quarter. The second year showed clearly that such growth could not be relied upon. The first two quarters were very poor, while the second half of the year more than corrected the shortfall. Our customer base has become much broader, and prospects look good for continued growth. In fact the year has already started on full throttle!

Vision for 2006

At the beginning of 2005, our vision was that by the end of the year we would have agents in several target countries, the web site in the languages of those countries and, most important of all, a broad customer base both in Denmark and abroad. These targets have been only partially fulfilled, so there is still some way to go, especially with activities in other countries.

So this year the aim is not only to broaden the number of languages offered, but also to establish ourselves in specific markets, in Scandinavia, Eastern Europe and Western Europe, e.g. Sweden, Hungary and Spain.

In Denmark, the customer base is expanding well, with new customers coming through seminars, recommendations and Internet searches. The fact that more and more customers are finding *English support* through search engines is particularly encouraging, since it shows there is a demand for native-speaker English proofreading and translation.

Translators, secretaries, teachers ... **English support Hotline** *... helps you get it right!*

You ring or write and we drop everything to concentrate on your problem for the time it takes.
Register now (FREE) – per minute charge: 10 kr. – invoicing once a quarter (minimum 120 kr.)

Other languages

The demand for other languages is also increasing. Customers, pleased with work done in English, ask for similar services in other languages. To facilitate this development, the web site is going to split into two sites: www.englishsupport and www.languagesupport, with the latter devoted to proofreading and translation into other languages than English.

This means that the company mission has been expanded and now reads: *to provide the best possible all-round help to Danish and other companies and individuals who wish to produce written material in good English and other languages.*

And already our rapidly expanding network of freelance collaborators enables us to offer native-speaker help with Danish, French, German, Hungarian, Russian, Serbo-Croat, Spanish and Swedish.

Please turn over!

From the workshop...

Possibilities, opportunities and options ...

English is a language very rich in words. But even where the meanings of words overlap a lot, as with these three, there is a tendency to use the different words in slightly different ways.

- The word *possibility* tends to be used where the focus is quite literally on what is possible or not possible: *There is always the **possibility** that something will go wrong.*
*There was no **possibility** of explosion in the absence of oxygen.*
- We use the word *option* where the focus is on a range of possible choices a person can make, good or bad: *It seems to me you now have three **options** / no **option**.*
- The word *opportunity* is used to focus on a situation in which it is possible to do something (usually positive): *He turned down the **opportunity** to appear on TV.*

Note that only *agents* (people, companies, animals, etc.) can have *options* and *opportunities*.

... and the prepositions that follow

The word *possibility* is never followed by the infinitive. So while we say it is *possible to do* something, we speak of *the possibility of doing* something (or *the possibility of snow*).

The word *option* is also usually followed by *of*, as in: *She has the option of continuing to study.* But note the infinitive after *the only/first/best option is* and *no option but*, as in: *Your best option is to sell the house*, and: *You have no option but to sell the house.*

The word *opportunity* is very often followed by the infinitive: *He turned down the opportunity to appear on TV.* But *of* is also common here: *He turned down the opportunity of appearing on TV.* In connection with nouns, *for* is often used after *opportunity*, as in: *the opportunity for a new life.*

Beware of experiences ...

Caution should be exercised when using the word *experience* – perhaps especially in the tourist industry! In its uncountable form, *experience* can refer to anything a person has done, seen, felt, etc., and is quite neutral: *Some countries have more experience of dictatorship than of democracy.*

But in its countable form, *experience* is often negative. You can have *a wonderful experience* or *a delightful experience*, but English speakers very often use the word in a negative context: *a traumatic experience*, *a terrible experience*, etc., and if they use it without a clearly positive, qualifying adjective, it is almost always ironical: *The camel trip was an unforgettable experience!*

Seminar: Do you speak “danglish”?

Monday, 30 January at Heinze’s (Boghandel og Videncenter) in Roskilde.

New time: 5:15 – 7:00 PM. Cost: DKK 60, but FREE for students.

Registration: e-mail to info@heinzes.dk or phone 4635 4375

New post box (PO Box no. 618)

Please note: Changes in *Post Danmark*’s charges and regulations mean that *English support* now has a new PO Box number (for early morning delivery).

Best wishes

Lawrence White

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www.  .dk

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