

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!*

No. 2 – December 2004

© English support 2004

Dear friends

I'm absolutely delighted - and already look forward to receiving the next newsletter! – AP

I sent the first issue of *News & Tips* in the post to most of Denmark's certified translators, and the response was extraordinarily encouraging – see examples in the boxes. This issue is a Christmas greeting that is going out to all *English support's* customers – including some who ought to be, but aren't yet! ☺

Who are our (direct) customers?

Thank you for an inspiring newsletter – GD

So far just over 11% have to do with **tourism** in one form or another. Over 20% of our business has been work done for **certified translators** – usually proofreading and copy-editing, but also some translation. Nearly 25% of our turnover has come from **the IT sector** and just over 25% has been in-house **teaching** at local companies. The remaining customers represent **business services, charities and pharmaceuticals**.

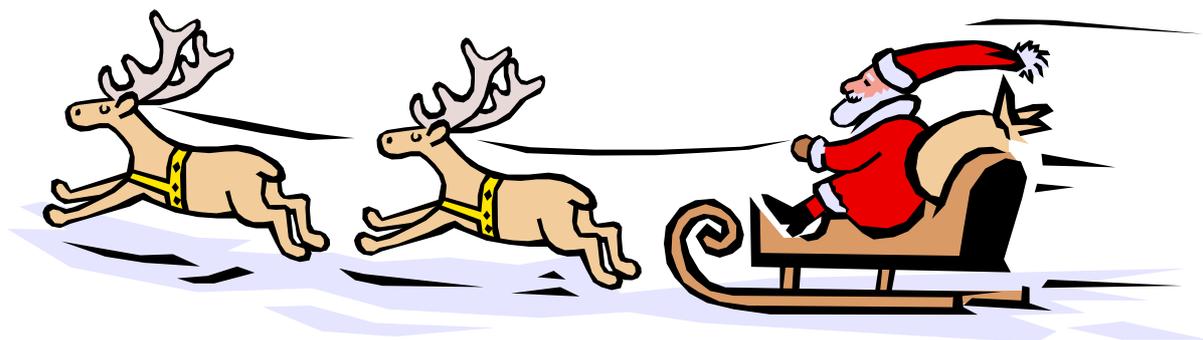
We have worked on web pages, brochures, business letters, EU documentation, restaurant menus, hotel and apartment descriptions, computer manuals and sales material, PhD theses, job applications and CV's. *Variety is the spice of life!*

I thoroughly enjoyed the issue you sent me in the mail, so I hasten to ask you to add my name to your mailing list!! – HF

The geographical spread is also interesting. Not surprisingly, many of our customers have come from Roskilde, Greater Copenhagen and the rest of Denmark, but also from Italy and the US. We have good prospects in the UK and Hungary, too – not to mention our high hopes for Russia and China... *English support* is nothing if not ambitious!

And we wish you *all* – our customers (including those who aren't, but should be!), collaborating partners, and all the other members of our growing network (that's you, Anna! ☺) – a very ...

MERRY CHRISTMAS AND A HAPPY NEW YEAR!



Please turn over!

From the workshop...

Denglish as she is spoke (and wrote) *

December in Denmark is the month of “Christmas calendar” TV serials. One particularly popular example a few years ago was “*The Julekalender*”, in which a lot of fun was had with Scandinavian-style English – *Are you with?*

What a great idea! I have read your newsletter and I will certainly think of some “pitfalls” that could be reviewed in your next newsletter. – AC

But such “denglish” is all too common on Danish web pages. By “denglish” I mean English written with Danish constructions or typical mistakes. Every non-native speaker has a tendency to take his/her native language into English, so Danes are not unusual in this. For the Japanese equivalent, take a look at www.english.com!

How you speak is (often) how you write

Danes seem to love the joke “*Are you finished?*” – “*No, I’m Danish!*” The joke depends on the word “finished” being pronounced “finish” (=Finnish), but this sort of (typical) mispronunciation often leads to mistakes in written English. Many non-native speakers find it difficult to say “six months”, so they say “six month” – and end up writing it too!

Of course, **th** in front of **s** is not the only difficulty. Can you say “*probably*” so it doesn’t sound like “*properly*”? Do you pronounce the **d** clearly when you say “*I’d like a coffee*”? And when asked how you are, do you just say “*Fine!*”, or do you practice keeping **v** and **w** distinct and clear and say the more English “*Very well, thank you*”? So here is a little linguistic gymnastics you can practice in front of the mirror (!):

*I’d like to be able to say **probably properly!**
William behaved well during the visit over the **weekend.**
The computer costs £1,000 **pounds**, but we have six **months** to pay.*

Use the spelling checker – but don’t rely on it!

Finally, it must be said that it is amazing how many web pages show absolutely no sign of having come within a million miles of a spelling checker. The software available with *WordPerfect* and *Word* may not be perfect, but is worth using. Often it will also help with grammar points. But, if in any doubt, don’t rely on it.

No one has yet developed the perfect proofreading software, so there’s still a bit of work left for *English support* to do!

Best wishes
Lawrence White
LW@englishsupport.dk

www. **English support** .dk

When it has to be perfect...

* Just to be on the safe side, I’d better point out that this heading is in *deliberately incorrect* English. I once ran a course called, *Please, you speak English?* – and received complaints from people who thought the English teacher *really* ought to know better!