

**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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Dear friends

## Vision for 2005

So here we are at the start of a new year. Time to look back; time to look forward.

In 2004 *English support* went from little more than an idea to a full-time professional service employing just one consultant. High demand in October led to advertising for freelance help from other expatriates. Capacity was raised, but demand levelled off up to the year end.

At one point it had seemed sales in the final quarter might be more than triple those of the third quarter. But in fact, some jobs failed to materialise (people doing their Xmas shopping perhaps), so the year ended with sales 'only' 2½ times up on the previous quarter. I'll get over it!

So what now? Obviously such spectacular growth cannot go on for ever, and consolidation must be the order of the day. But there seems to be a considerable need for this service, so the vision for 2005 is to try and continue to grow (albeit more modestly) and see if the basis can be laid for something more than a one-man show with freelance support.

The mission is simple: *to provide the best possible all-round help to Danish and other companies and individuals who wish to produce written material in good English.* That means promoting the proofreading service both in Denmark and abroad, but it also means extending and deepening the service itself – with teaching, the hotline service (launched this year), and translation.

The latter in particular depends on the building of *a network of collaborating partners* among translators both in Denmark and abroad. Already a score of freelancers – translators, layout specialists, and of course proofreaders, many with other specialist skills – have entered into a collaboration agreement with *English support*.

Gradually the resources are being gathered that will make it possible to offer *one-stop shopping* to companies that want to start marketing abroad: not only in English, but also other languages.

By the end of this year, the aim must be that this vision is beginning to take shape in reality, with freelance 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.

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

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

# From the workshop...

## Are you 'state-authorized'?

Many translators, accountants, lawyers, etc. describe themselves as 'state-authorized'. This does not sound so good in English, not because there is anything wrong with the grammar, but because the state is perceived in a different way in the Anglo-Saxon world. 'State-authorized' has a ring of *political control* about it (in English).

**Recommendation:** Leave the 'state' out of it and use the more neutral sounding 'certified'.

## -ise or -ize?

Another question that always comes up is: should it be 'authorised' or 'authorized'? US English uses the older **-ize** forms, while modern British English tends (*pace* Inspector Morse!) to prefer the **-ise** endings. This is, however, a relatively modern phenomenon, so the **-ize** forms will be found in many older (or more formal) texts.

## Whom?

While we are talking about modern English, it is worth mentioning 'whom'. This is hardly ever seen nowadays, let alone heard, except immediately after a preposition:

*The people for whom he worked thought he was good at his job.*

And even this construction sounds a little stiff and formal today. Most people would say or write:

*The people [who] he worked for thought he was good at his job.*

## To whom it may concern:

It follows, of course, that the phrase 'To whom it may concern' (a favourite in Denmark) is rarely used except in very formal documents (like your last will and testament). It is not something you want to put on a modern CV – unless, of course, you want to give the impression that you might already be deceased! However, the phrase *is* more widely used in US English.

### Before ...

*Thank you for your Newsletter and inspiration to try something new in my work! I usually only translate into Danish, but I have just taken a job that I normally wouldn't – because I remembered **English support!***  
– MH

### ... and after:

*I am very, very happy with the result – and going through your proofing refreshed my memory on a lot of points, too.*  
– MH

## Next issue

One major problem area for non-native speakers (and writers) of English is getting the verb right. In the February issue of *News & Tips*, we will take a look at some tricky questions of singular and plural – an area that gives rise to some of the most common mistakes of all – even among the very best translators.

Best wishes  
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www. **English support** .dk

*When it has to be perfect...*

Proofreading • Copy editing • Teaching