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**News & Tips**  
from

**English support**

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Dear friends

Those of you who have been paying *very* close attention to our website may have noticed that *English support* has become an *ApS*, which is now owned by *Language support ApS*. This is a part of the restructuring hinted at in our *Vision for 2009* (see *News & Tips* No. 50). Another vital step in the same process is the new **Language Support Centre** in the centre of Roskilde. Now that the necessary contracts have been signed, we can reveal the exciting location of our new offices.

## The new Language Support Centre – in the heart of Roskilde



The eleven windows of the forthcoming LSC on the first floor look out over the historic centre of Roskilde: *Stændertorvet*

To be any more central, the offices would have to be right out in the middle of *Stændertorvet*! But it's not just a good location – close to all the amenities – it is also in a block of buildings, called *Købmandsgården*, which has been lovingly restored and modernised by its owners, a pair of master carpenters. In other words, the forthcoming *Language Support Centre* will be housed in top-quality premises that are among the very best in Roskilde.

Find out what the new *Language Support Centre* will mean for YOU on page 2.

## Grand Business Day in Roskilde – Tuesday 28<sup>th</sup> April 2009

Come to Grand Business Day in Roskilde this year and we will give you a **10% discount** on your next job with us! Three local companies have joined forces to make this unusual offer. We have special focus on English, German and Russian, but the *English support* network of 200 freelancers allows us to offer 28 other languages too. All our freelancers translate into their mother tongue.

All you have to do is visit one of our stands at Grand Business Day. *English support* will also be holding a workshop on how to **double your website's Google-visibility** with foreign languages.

Grand Business Day is being held in *Roskilde Kongrescenter* from 12 noon. There is no charge for admission, and the same applies to the workshops.

*See you there!*

# What it means for you

If you did not receive this newsletter by e-mail, you will need to subscribe if you want it again. It's FREE. Get on the mailing list via the website!

## The new *Language Support Centre* – opening in September

This is the physical beginning of the realisation of an ambitious project to create a multilingual centre for teaching and translation into a wide range of languages by native-speaker experts. Our customers will range from companies and organisations of all sizes to schools and universities.

### Schools and universities

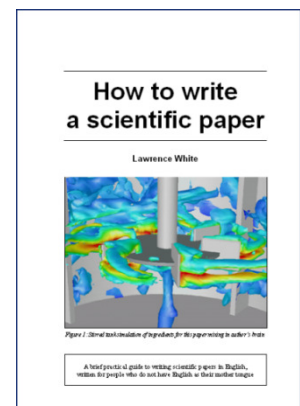
More and more educational institutions are running courses in English to attract foreign students. This applies most obviously to universities and other research institutions, but also to business colleges, technical schools and other upper secondary educational institutions.

But can the teachers teach in English? Do they feel comfortable explaining their subject in English? Do they understand the English of the students they teach?

The new *Language Support Centre* will run courses for teachers. We can also help proofread teaching materials and visual aids, so that students can focus on the subject and not the teacher's mistakes in English.

### Science and technology

Scientists and researchers often have to publish their results in English. We will run courses in *How to apply for a research grant* and *How to write a scientific paper*, based on the booklet (see right) published by *English support* in 2006), and we will also provide proofreading of scientific papers, research presentations, etc.



### Companies large and small

A great many Danish companies are also science-based. They often need to express themselves clearly in English and other languages. Many others also need to produce brochures and product catalogues and websites in foreign languages. We can help with over 30 different languages, and that figure is rising – all with native-speaker experts.

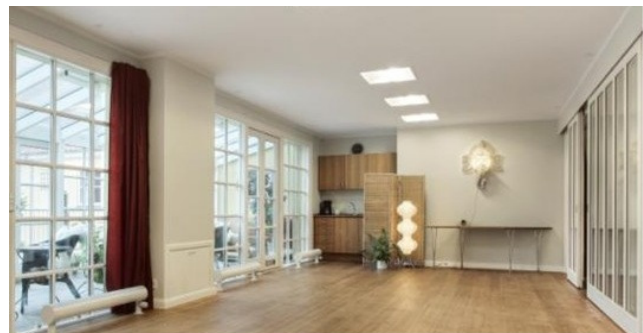
And we will offer tailor-made courses in the languages companies need to be able to cope with, including staff training in everything from sitting in reception to selling and negotiating.

### Private individuals

The new centre will also allow us to run classes for private individuals who want to learn a language from a native speaker.

### Freelancer translators and teachers

We are not another translation bureau! We are freelancers working together and enjoying shared facilities. We pay good rates and we deliver good translations and teaching. If you have your own company or you want to start one up, we can offer you a desk in offices that are some of the best available anywhere and colleagues in the same business to talk to.



One of two rooms available for teaching

### Rent a desk for just DKK 2500 per month!

The new *Language Support Centre* will officially open on 3<sup>rd</sup> September. You can apply now to be among the first to share its facilities. In addition to your own marketing, *Language support* will promote your services so we can offer you work. This means you not only get a fine workplace in the middle of Roskilde with other interesting colleagues, but you also increase sales by being just down the corridor from *Language support* and *English support*.

If all this sounds interesting to you, get in touch here: [LW@englishsupport.dk](mailto:LW@englishsupport.dk)

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Proofreading • Copy editing • Translation • Teaching

# From the workshop...

## Complement and compliment

These two are pronounced exactly the same, so it is not surprising that people mix them up. Both the noun and the verb *complement* contain the idea of something *completing* something else. And if things are *complementary*, it means they *complete* each other: “*Her looks are complemented by her intelligence*”.

A *compliment*, however, is a polite or praising remark freely given, and if I *compliment* someone on their good taste, I praise them for it. The adjective *complimentary* is often used to mean *free*, as in “*complimentary tickets*”.

## Quite a vs. a quite

Someone asked me the other day what the difference is between “*a quite*” and “*quite a*”. The first thing to note is that while you can use *either* in front of an adjective, only the latter is possible in front of a noun without an adjective:

e.g. *It was a quite big horse,*  
*and It was quite a big horse,*  
but only *It was quite a horse.*

There is often not much difference in meaning between the first two, except that the “*quite a*” often expresses the idea that it was more than ordinarily big, just as the final sentence suggests that it was an unusual horse in some way, whereas “*a quite big horse*” simply means that it was fairly big.

## Quite and quiet

While we are talking about *quite*, it is really *quite* important to mention *quiet*. The one is quite frequently written in place of the other. Sometimes this is a typing error, but since non-native speakers of English often find it difficult to pronounce these two words distinctly, the mistake can be due to actual confusion between the two words.

So while she could be “*quite a girl!*” or “*a quiet girl*” or perhaps “*quite a quiet girl*” or even “*a quite quiet girl*”, other combinations are entirely excluded! ☺

## Quite

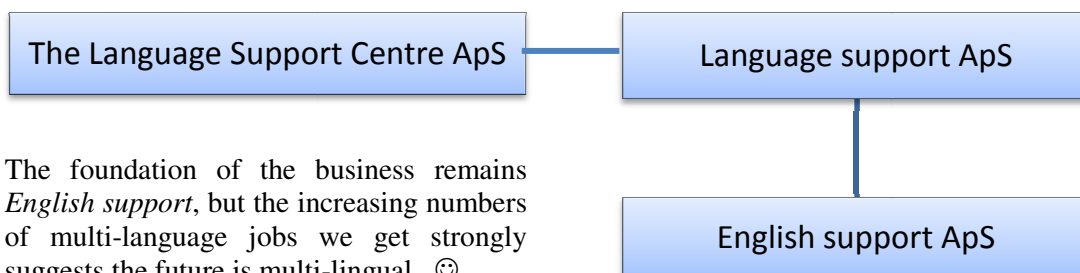
The word “*quite*” is also used on its own (without “*a*”). Here too there are traps to be avoided. In American English, it usually means “*very*”, so when Americans say something is “*quite interesting*”, they usually mean it is “*very interesting*”, whereas in British English it would only mean “*fairly interesting*”. On the other hand, “*quite right*” means “*completely right*” on both sides of the Atlantic.

So in British English, when “*quite*” is used with a *gradable* adjective or adverb, it usually means “*fairly*”, whereas when it is used with an *absolute* adjective it means “*very*”: contrast “*quite good*” and “*quite perfect*”.

But ambiguity can arise with some adjectives, e.g. “*She was quite beautiful*”. Here much depends on the tone with which the sentence is spoken. ☺

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## Our new organisational structure



The foundation of the business remains *English support*, but the increasing numbers of multi-language jobs we get strongly suggests the future is multi-lingual. ☺

That is why we have erected the superstructure of *Language support*, and that is the logical place for both the new centre and all work in languages other than English.

## Easter and other names

As we come up to Easter, it is worth remembering the rule about capital letters in English. Apart from the word *I*, which is an exception, the words that are written with a capital letter are all names (and titles when used as part of a name or a substitute for a name):

e.g. *King George I*, the *Prime Minister*, *Mr*, *Mrs*, *Miss* or *Ms*, *Professor Higgins*, etc.

English is different from most other European languages in that it treats the names of the days of the week, the names of the months, and the names of times of the year as proper names:

e.g. *Tuesday*, *April*, *Christmas*, *New Year's Day*, *Easter*, *Whitsun*, *May Day*, etc.

English is also different from most other European languages in that all words *derived* from proper nouns (including adjectival forms) are also written with a capital letter:

e.g. *English*, *European*, *Londoner*, *Christian*, *Buddhist*, *Muslim*, *Marxist*, etc.

So I hope you enjoy your *Easter Eggs* this year! ☺

## Did you know?

*English support* can offer you **native-speaker** translation and proofreading help with not only *English*, but also *Bangla*, *Bulgarian*, *Chinese*, *Czech*, *Danish*, *Dutch*, *Farsi*, *Finnish*, *French*, *German*, *Greek*, *Hindi*, *Hungarian*, *Icelandic*, *Italian*, *Japanese*, *Kurdish*, *Malay*, *Nepali*, *Norwegian*, *Polish*, *Portuguese*, *Rumanian*, *Russian*, *Serbo-Croat*, *Spanish*, *Swedish*, *Turkish*, *Ukrainian* and *Urdu*.

And if YOU can translate from at least one foreign language, speak English or Danish, and are a native speaker of Arabic, Greek, Greenlandic, Swahili, Welsh, etc., we'd like to hear from you!

## Oblige and obligate

These two words overlap a great deal in meaning, and American English uses the latter more often than British English. Here are some pointers to help you.

In general, the difference between the two (especially in British English) is that when *obligate* is used, it implies *legal obligation*, whereas *oblige* is less specific.

Legal philosopher, H.L.A. Hart, makes this distinction clear in the example where a gunman orders someone to hand over their money.

If the person obeys, we might say she was *obliged* (i.e. *forced*) to do so, but we would *not* that she was *obligated* to do so.

This distinction is also seen in American English in expressions like "*the obligated parent*" meaning the one *legally obliged* to provide child support.

But having said that, *obligate* is still often seen in American English where British English would use *oblige*:

e.g. "*We're all **obligated** to help the rest of mankind*".

## Obligate (adjective)

Just to complicate matters, there is a special use of the word *obligate* as an adjective in biology.

An *obligate parasite* is one that cannot complete its life cycle without the presence of its host; an *obligate cellular parasite* is only capable of reproducing inside a host cell; an *obligate anaerobe* is an organism that dies in the presence of atmospheric levels of oxygen; an *obligate carnivore* is an animal that must eat meat to survive; and so on.

This adjectival usage, however, is strictly restricted to biology. The usual (roughly) equivalent word in other contexts might be *compulsive*, as in "*He was a compulsive gambler*".

# Questions & Answers

(Edited)

## By and with

*Dear Lawrence,*

*I want to ask you about the difference between instrumental "with" and "by".*

The instrumental case (in many languages) is normally best translated with a phrase beginning with "with": *she opened the box **with** a screwdriver*. But there are exceptions, e.g. means of transport: *he travelled to Moscow **by** plane*, and even ***on** foot*.

Maintaining a sharp difference between *by* and *with* is particularly important after past participles. Contrast:

1. *The book was translated **with** a dictionary and a lot of hard work.*
2. *The book was translated **by** an old man **with** a dictionary.*

In all these sentences, *with* means *using*, whereas *by* explains who did the translating. Of course, a lot of books *do* look as if they were translated *by* dictionaries, but that is another story... ☺

## Nordic and Scandinavian

*Dear Lawrence,*

*Thank you for yet another interesting discussion of English terms and idioms [see last issue].*

*Geographically speaking, Finland is not a part of Scandinavia, which is made up of Norway and Sweden, the two countries on the Scandinavian peninsula, plus Denmark.*

*The 'Nordic' countries often referred to in English around here are the member states of the Nordisk Råd including their autonomous regions. Whether or not this fact is recognized widely enough abroad to make it a proper and practical definition, however, I would not know.*

Yes, but geographically speaking it's hard to see how Denmark can be part of Scandinavia either. Of course, when it had territory on the peninsular, it made sense, but now... And then there's Iceland and the Faeroes. But wouldn't you call them Scandinavians? If we were talking about Scandinavian rocks, they would in the Scandinavian peninsular, but when it comes to people and their culture, I think Finland is generally thought of as Scandinavian too, even though they are in many ways quite different.

Outside this broader Scandinavian area, which corresponds to *nordisk*, I don't think the word "Nordic" is very common at all, especially not among native speakers of English – except in the vague (and archaic) sense I mentioned in *News & Tips* No. 52.

## Freelancers – would you like to come and join us?

*Dear Lawrence,*

*I was a little surprised by the idea you presented in the March issue that people might like to pay 2500 kr. a month to come and work for you! Isn't that a little far out?*

Well, yes, it would be! ☺ But, of course, that is not what my offer is about.

Like everybody else, I *pay* people to do work for me. The 2500 kr. a month is to rent a desk in the *Language Support Centre* from which you can run your own (language-related) business. This may *include* working for me, but not exclusively.

The only preconditions are that you have a collaboration agreement with me and work in your own language, i.e. if you translate into Russian, you are a native-speaker of Russian, and if you want to teach Italian, you are a native speaker of Italian.

This stipulation is part of the "branding" of the *Language Support Centre* itself.

# The back page

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## Freelancers: Where would YOU like to sit?



This is a rough plan of the layout of the *Language Support Centre* that will open in Roskilde in September.

Six offices facing north (top) look out on *Standertorvet*. Their doors open on to a corridor from the cloakroom area at one end to the entrance and the reception area at the other.

A classroom/meeting room and another office are on the other side of the corridor. From these, double doors open on to a glass-enclosed veranda, beyond which is an open terrace facing south.

At the eastern end of these, there is a second classroom/meeting room, which can also be entered directly from a

second entrance from the stairwell. On the other side of this classroom is the kitchen, immediately south of the reception area, and a storage and archive room.

The rent-a-desk system will mean that two or three people share an office, each with its own printer, shelving and cupboard space. You can also rent a desk for just one or two (fixed) days in the week. Prices are as follows:

1 day a week	700 kr. per month
2 days a week	1300 kr. per month
3 days a week	1800 kr. per month
4 days a week	2200 kr. per month
7 days a week	2500 kr. per month



View from a north-facing window

The price includes use of all other common facilities: kitchen, veranda and terrace, and the opportunity to book a classroom/meeting room, or use one for study when it is not in use. The price also includes a fast internet connection and normal electricity consumption. Parking spaces are available, but not included.

## Double your Google-visibility with foreign languages!

Roskilde's **Grand Business Day** on 28<sup>th</sup> April opens at Roskilde Kongrescenter at 12 noon.

Our workshop is at 1:30 pm in room D. We will tell you how by far the cheapest, most effective and simplest way of doubling your Google-visibility on the internet is to have your website translated into English and/or other foreign languages. Learn why it works and how to do it right.

If you are coming to the *English support* workshop, **you can register now** by sending us an e-mail. You can also use the website for this.

*More exciting news and tips next month!*

Best wishes

Lawrence White

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www. **English support** .dk

*Your natural language partner*

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