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Oops!

Do I Do That?

Affect
vs.
Effect

While there are a few exceptions, an easy-to-remember rule for choosing *affect* or *effect* is that *affect* should be used when you need a verb, and *effect* should be used when you need a noun.

YES:

I'm not sure how the economy is going to affect my holiday shopping.

YES:

I didn't know the economy would have such an effect on my mood.

NO:

I can't believe that movie had no affect on you!

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Sometimes, It Just Looks Funny

From time to time, writers and editors encounter situations where the strict, traditional rules of grammar and style don't seem to work. In such situations, many writers and editors will choose to break with tradition and instead format something in a way that could be deemed technically incorrect. Some editors refer to deliberately departing from the technical guidelines as the *ILF* or *ILB* rule (as in, *It Looks Funny* or *It Looks Bad* if the piece is kept as it is).

For example, Lynn Truss, author of *Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation* has been taken to task because, technically speaking, *Zero-Tolerance* should be hyphenated in her book's title. (It's a compound adjective; more on that in the next newsletter.) When asked about the error, however, she has stated that she simply didn't like the way the book title looked with the hyphen. (Zero tolerance, indeed!)

The goal of editing is to make sure that text is written and constructed in such a way as not to interrupt the experience of the reader. When an apostrophe is out of place or there is an outrageous grammatical error, for example, the reader's focus shifts from the writer's message to the mistake. Sometimes, however, making a piece technically correct can result in creating the very problem writers and editors are trying to avoid. In that case: time to go with the *ILF/ILB* rule.

Nifty Word of the Month

aquiline, adjective:

(1) curving like an eagle's beak <an *aquiline* nose>; (2) of, relating to, or resembling an eagle

(Merriam-Webster Online Dictionary, Nov. 30, 2008)

Did He Just Call Me a Textrovert?

Feeling out of the loop when you can't figure out what your teen is saying with her friends? Have you recently encountered a term that you've never heard before but can't find in a traditional dictionary? Check out urbandictionary.com, named one of the 50 best Web sites in 2008 by *Time* and a great resource for new slang, political terms, and popularized acronyms.

Bonus: urbandictionary.com also provides definitions for many of the acronyms used in instant messaging.

It's bookmark worthy!

<http://www.urbandictionary.com>

Holiday Gift Ideas

Know someone who loves books, grammar, and writing? Listed below are some great gift ideas.

Alphabet Juice: The Energies, Gists, and Spirits of Letters, Words, and Combinations Thereof; Their Roots, Bones, Innards, Piths, Pips, and Secret Parts, Tinctures, Tonics, and Essences; With Examples of Their Usage Foul and Savory by Roy Blount Jr.

Clean, Well-lighted Sentences: A Guide to Avoiding the Most Common Errors in Grammar and Punctuation by Janis Bell

Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation by Lynn Truss

New Rates for 2009

In January 2009, kelcilynn.com will be raising its rates. Make sure to get your projects in before the end of the year to take advantage of 2008 rates and fees!