

Exercise 41

0. Translate the following sentences from the text, pay attention to the words in bold type.

1. New technology does not only affect the language but it also changes our speech habits.
2. Electronic communications have **affected**, and will continue to affect language in three distinct ways. How is it to be effected?
3. They will influence the future of other languages which people **will** continue to speak.

h. Study the difference between to affect, to influence and to effect. Translate the examples illustrating the difference.

to affect (sth / sb.) (often negative) = to act under a stimulus to produce a response syn. to have an effect (on) e.g. <i>The sight of the destroyed house affected me deeply.</i> <i>Development of technology has affected the language considerably.</i>	- ВОЗДЕЙСТВОВАТЬ, ВЛИЯТЬ
to effect ~ to put into life, to realize syn to perform, to achieve e.g. <i>W(U)Q dynamic personality who effected radical reforms.</i>	- ОСУЩЕСТВЛЯТЬ
to influence (sth) = to bring about a change due to circumstances position, wealth , etc. e.g. <i>Our beliefs are influenced by our upbringing.</i> <i>In his office he can easily influence the events.</i>	- ВЛИЯТЬ

Distinguish the respective nouns:

affection n. (towards) e.g. <i>The memory filled me with affection and understanding,</i> e.g. <i>The memory filled me with affection.</i>	- привязанность, любовь, теплые чувства
affectation e.g. <i>He spoke with unexpected affectation.</i>	- нарочитость, напыщенность
effect n. (on) e.g. <i>The effects of radiation on the body may be unpredictable.</i>	- воздействие, эффект, влияние
influence n. (on) (implies power to affect sb. or sth. or produce effects because of wealth, position, authority, ability) e.g. <i>The prime-minister was sure of his influence on the Cabinet members.</i>	- ВЛИЯНИЕ

Learn the respective adjectives:

affectionate e.g. <i>In an affectionate gesture the father juxtted her on the head.</i>	! - ласковый
affected e.g. <i>The style of his speech was too much affected.</i>	- нарочитый, напыщенный
effective e.g. <i>The measures taken cannot be called effective.</i>	- действенным, эффективным
influential e.g. <i>The press-secretary appeared to be a very influential figure.</i>	- влиятельный

Exercise 42

CL Complete the sentences with the right word affect, influence or effect or their derivatives.

1. Diplomats are supposed _____ political leaders,
2. The US government aims _____ foreign audiences.
3. The policy that the country has taken in this issue may _____ its international status.