BUSINESS ENGLISH

Common False Friends that cause confusion in Business
di **Tom Roper**

As we have seen in a previous article, the English language is full of **confusing** and **misleading** terms, which can be both strikingly similar to their Italian counterparts whilst at the same time being completely different. We have seen 8 previous examples that show common False Friends that can be **misunderstood**. Let's take a look at another few examples and put them into some **context**:

Test = *esame, verifica. Testo* = **Text**

"Have you prepared for the big **test** tomorrow?"

"There is a lot of **text** to be read and understood which will help explain this issue"

Stamp = *francobollo, timbra. Stampa* = **Press, print, printing**

"Can you put the company stamp on the bottom of this page please"

"The **press** have a story about our company and it isn't good news"

Rumour = *pettegolezzo, voce diffusa. Rumore* = **Noise, sound**

"There is a **rumour** that our competitor is about to try to take our client"

"What was that **sound**?" "Oh, don't worry, it's just the windowcleaner!"

Record = *nota, documento, disco, vinile. Ricordo* = **Memory, recollection**

"Do we have any official **record** of our client history from 10 years ago?"

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"I have a **memory** of our first meeting and it didn't go very well"

Pretend = *fare finta, fingere. Pretendere* = **to Expect, to Demand, to Insist, to Presume**

"I think someone is **pretending** to be a customer, it's just a prank call!"

*"You can't **expect** everyone to understand all the details, you need to explain it better"*

Magazine = *periodico, rivista. Magazzino* = **Warehouse**

"Finally, our company is featured in this week's **magazine** on page 2"

*"Do we have any of this product in our **warehouse**?"*

Lecture = *lezione. Lettura* = **Reading**

*"Although the **lecture** was interesting, it was far too long and many students were bored"*

"We are honoured to have a **reading** from our esteemed guest of his new book"

Eventually = *finalmente, prima o poi. Eventualmente* = **Possibly, if need be**

*"After finishing all these projects we will **eventually** be able to start the new phase"*

"If need be, we can move the factory closer to the customer base "

Factory = *fabbrica. Fattoria* = **Farm**

*"Production in the **factory** is at an all time low, we will have to make a change"*

"The farm is proving to be a key resource, both for livestock and for crops"

So there we have it, another few examples of the more confusingly similar false friends we come across and how we can use them in context. If you have encountered any others please

Euroconference NEWS
L'INFORMAZIONE QUOTIDIANA DA PROFESSIONISTA A PROFESSIONISTA
Direttore responsabile Sandro Cerato

Edizione di mercoledì 1 Marzo 2023

get in touch and we will include them in further articles. So if you saw this **text**, I'm sure it made for some interesting **reading** and **eventually** you can put them to good use!

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