



As language instructors and experts, here at Personal English we are often asked to provide language consultancy to companies and businesses on both the local and the national levels. When it comes to giving feedback on companies' websites and catalogues in English, the problems we most frequently run across is the **ineffectiveness of the communication strategy** used due to either **literal translation** from Italian into English or sheer **ignorance of basic cross-cultural issues**.

This twofold problem leads not just to misunderstandings, but to veritable **blunders** that may undermine communication effectiveness to the point of compromising some potential opportunities for your own company. Here are a few basic tips to avoid **gaffes** on the international scene:



Beware of **literal translations**: the Italian writing style is too **convoluted** and wordy to prove effective in English.



Don't pile up **adjectives** on adjectives – the wordier, the less incisive...



Avoid **negatively connoted words**: you don't want to qualify your products as *cheap* if you want to make them appealing to potential customers!