**Spot the Blooper**

**Explanations and Comments**

At the end of each chapter, ***Business English*, 13e**, contains “Spot the Blooper,” a collection of ten written and spoken language mishaps. To help you identify the errors that have been made, we provide the following explanations and comments.

**Bonus Bloopers.** Following the explanations for the textbook bloopers in this file, you will find additional bloopers to share with your students. Our students love these!

## Chapter 1

**Blooper 1:** Statements that appeared in résumés sent to Robert Half International, the world’s largest accounting and finance staffing firm: “EDUCATION: Graduating this Maybe.” “WORK EXPERIENCE: My last employer fried me for no reason.” “OBJECTIVE: I’m seeking employment as an office.” “EDUCATION: Earned a diploma from a very repudiated college.” JOB DUTIES: I assassinate drivers their new hours of service. And statements that appeared in cover letters: “I was instrumental in ruining the entire operation for a Midwest chain of stores.” “Here are my qualifications for you to overlook.” “Hope to hear from you shorty.”

**Explanation:** These resumes’ and cover letters contain numerous mistyped and misused words. The applicants should have used the words *May*, *fired*, *in*, *reputable*, *assign*, *running, to look over*, and *shortly*. How do you think these errors would affect a job applicant’s chances in the job search?

**Blooper 2:** In a CBS San Francisco Bay Area online news article: “Esparza said it wasn’t immediately clear if the theft was a carjacking, and it is not yet known whether the alleged thief new the child was inside.”

**Explanation:** This article has a misused word. The article should have used the word *knew* instead of *new*. Could you count on spell check to find this error?

**Blooper 3:** In an e-mail message sent by a LinkedIn marketing expert: “Great discussions and tips are taking place everyday with over 10,000 members.”

**Explanation:** This marketing expert made a very common mistake with commonly confused words. The word in this e-mail message should have been written as two words (*every day*) instead of one because the marketing expert meant to say “every SINGLE day.” The word *everyday* means “ordinary.” We should also point out that “and tips” does not belong in this sentence. Would you ever say “Tips are taking place”?

**Blooper 4:** In a summons from Santa Clara County to potential jurors: “You might not qualify for a jury if you do not read, right, or understand the English language.”

**Explanation:** Perhaps the person who wrote this summons wouldn’t qualify for jury service either! Change *right* to *write*. The person who prepared this summons demonstrated very poor proofreading skills!

**Blooper 5:** Headline on the front page of the print edition of *The Wall Street Journal*: “Trump and Clinton face of in a town hall filled with feisty, personal exchanges.”

**Explanation:** You can quickly correct an error that’s been posted in an online article, but when the error is in the print edition, it’s forever! The word *of* should be *off*.   
This error demonstrates that you can’t always rely on spell check.

**Blooper 6:** In a *Washington Post* article: “What drains out is an intensely sweet juice that is fermented into a pricey wine found on the desert lists of the finest restaurants.”

**Explanation:** This article contains a commonly confused word error. The writer should have used the word *dessert* instead of *desert*. Would spell check have detected this mistake?

**Blooper 7:** From the Web site of Ipsos, a company that conducts online consumer surveys: “Here are just a few highlights to peak your interest.”

**Explanation:** This is an example of a commonly confused word error. The word *pique*, which means “to excite or arouse,” should be used in this sentence instead of *peak*. The word *peak* as a noun means “the pointed top of a mountain.” And don’t confuse these two words with *peek*, which as a verb means “to look quickly.”

**Blooper 8:** In a column in *The Denver Post,* columnist Julia Martinez discussed a proposed history of Denver for which the city’s mayor “is supposed to write the forward.”

**Explanation:** This is another commonly confused word error. The word *foreword*, which refers to “prefatory comments in a book,” should be used in this sentence instead of *forward*. Would spell check have detected this mistake?

**Blooper 9:** When the great American opera singer Beverly Sills died, *The New York Times* said that she made her debut in 1969 “at the most scared of all Italian opera houses, La Scala.”

**Explanation:** This sentence contains a mistyped word. The writer should have used the word *sacred* instead of *scared*. Yes, it’s very easy to transpose letters when typing! Could you count on spell check to find this error?

**Blooper 10:** An editorial in *The New York Times* about the state of the schools in Washington, DC: “The imbalance is particularly disturbing, given that the District’s children fair worse at school than children in other big cities.”

**Explanation:** This editorial contains a commonly confused word error. The word *fare*, which means “to get along or succeed,” should be used in this sentence instead of *fair*. It’s especially disturbing to see an error like this in an editorial about education!

## Chapter 2

**Blooper 1:** In an article in the *Times News* [Lehighton, Pennsylvania] encouraging people to prepare care packages for a local woman in the U.S. Navy: “Items for the care packages include moral boosters such as letters, batteries, magazines, and children's drawings.”

**Explanation:** While we agree that U.S. Navy personnel should have strong *morals*, we’re pretty sure that this newspaper is putting together care packages that will boost this sailor’s *morale*.

**Blooper 2:** An online banner ad used during President Obama’s reelection campaign: "We’ve come along way, but there’s still more to be done."

**Explanation:** President Obama’s reelection campaign may have had a budget of almost $1 billion, but apparently it didn’t have enough to hire a proofreader! *Along* should be written as two words (*a long*) in this online banner ad.

**Blooper 3:** An online announcement about a new high school educational academy: "Acalanes High School beleives that every student can learn at high levels. Understanding that every student learns at a differnt pace and in different ways, we are excited about our new academy periods to help support students. The academy will be offered Wednesdays and Firdays." (How many misspelled words do you see?)

**Explanation:** Let’s hope that the person who wrote this announcement is not teaching in the academy! This one short announcement contains three misspelled words: *believes*, *different*, *Fridays*.

**Blooper 4:** Cover of *Bloomberg BusinessWeek*: “The Kids Are Not Alright.”

**Explanation:** This magazine cover contains a commonly misspelled word. The last word in this title should have been written as two words (*All Right*).

**Blooper 5:** Menu at Pizzagram Plus in Guilderland, New York: “Our food is cooked to order. We appreciate your patients.”

**Explanation:** This menu contains a commonly confused word error. The word *patients* should be *patience*. Whoever created this menu exhibited poor proofreading skills!

**Blooper 6:** In an article in the *Statesman-Journal* [Salem, Oregon]: “Three people were arrested after an early morning robbery at a Mission Street coffee shop in a London double-decker bus.”

**Explanation:** Whoops! This sounds as if the coffee shop is located in the double-decker bus. Here is a possible revision: *Three people were arrested in a London double-decker bus after an early morning robbery at a Mission Street Coffee shop.*

**Blooper 7:** Public meeting notice in *The* *Newport Daily Express* [Newport, Vermont]: “Interrupters will be there to help the deaf community.”

**Explanation:** Now how can interrupters possibly help those in the deaf community? Here is another misspelled word that spell check wouldn’t catch. The notice should have used the word *Interpreters* instead*.*

**Blooper 8:** Filene’s Department store ran an ad that said “One Day Sale—This Friday, Saturday, and Sunday.”

**Explanation:** We’re sure that this ad resulted in many calls to Filene’s! How can a “One Day Sale” last for three days?

**Blooper 9:** In an article in *Sporting News*: “Jazz musician Wayne Tisdale will make his first musical appearance since having a portion of his right leg amputated at halftime of the Sooners basketball game against Virginia Commonwealth next month.”

**Explanation:** That must have been some exciting game! After all, we’ve never seen an actual surgical amputation at any sporting even we’ve ever attended! Here is a possible revision: *Next month jazz musician Wayne Tisdale will make his first musical appearance since having a portion of his right leg amputated. During this appearance, he will perform at halftime of the Sooners basketball game against Virginia Commonwealth*.

**Blooper 10:** Headline on *TheStreet.com*: “Why Author Michael Lewis Could Care Less About Bitcoin or Twitter.”

**Explanation:** I guess Michael Lewis at least cares somewhat about Bitcoin and Twitter. For clarity, this headline should use “Couldn’t Care Less” instead of “Could Care Less.”