

Names - of things places--wrong

Building Your Article · By Simon Townsend · 1 min read

There are many well-known names of people, things, places and organisations, that my students frequently get wrong. Make sure YOU don't make the same mistakes. Consider these:

Frequent wrong use

Correct use

Generic use

ATM machine

Atm

cash dispensing machine If you say ATM machine, you're saying automatic teller machine machine.

PIN number

Pin

personal identification number If you say pin number, you're saying personal identification number number.

Australian Security and Investment Commission

Australian Securities and Investments Commission

Australia's corporate watchdog, called "Asic".

Ernest and Young

Ernst & Young

leading worldwide accounting and auditing firm

Anderson's

Andersen

worldwide accounting and auditing firm

Carrie Webb

Karrie Webb

champion golfer

Kathy Freeman

Cathy Freeman

Olympic gold medallist athlete

Kokoda Trail or Kokoda Track

Both are correct, but Track is considered "more Australian"

You wouldn't use it in a generic sense

Australian Corporate and Consumers Commission

Australian Competition and Consumer Commission

called "the A triple-C"?watchdog for the Trade Practices Act

Mr Alan Fells

Professor Allan Fels

former chairman of the ACCC

Marie-Claire

marie claire

magazine on fashion, design, the arts and beauty

Time-Warner-AOL

AOL Time Warner

giant communications company

Simon Townsend

Correct spelling is

Simon Townshend

guitarist brother of Pete Townshend of the rock band The Who

Reprinted from The Wonderful World of Journalism. Written in the spirit of Simon Townsend's journalism craft advice. Visit simontownsendjournalist.com for the full archive.