

## Inside A Cure for the Common Word

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affect

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PART OF SPEECH  
DEFINITION

verb  
to produce a material influence upon or alteration in

### cures for the common word

act on <b>alter</b> change disturb impinge impress incline induce influence	inspire interest involve moderate <b>modify</b> motivate move overcome perturb	prevail <b>prompt</b> regard relate stir sway touch <b>transform</b> upset
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### CURED!

Some painters **transform** the sun into a yellow spot, others transform a yellow spot into the sun.

PABLO PICASSO

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DIAGNOSIS *vague*

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Your decision will **affect** the outcome.

We know the outcome will be altered, but not how much your decision will be an influence, or if it will be positive or negative or to your advantage or the advantage of others.

### powerful remedies

Substitute an alternative remedy for *affect*:

Your decision will \_\_\_\_\_ the outcome.

<b>alter</b>	The outcome will be different in some ways, but without completely changing it into something new.
<b>influence</b>	You have the power or capacity to cause a change in indirect or intangible ways—presumably in your favor—and this may indicate negative interference.
<b>modify</b>	Your decision will cause fundamental changes to the outcome and may even give a new orientation to the end.
<b>prompt</b>	Your decision will spur on action.
<b>sway</b>	Your decision will have a controlling influence, possibly in a way that benefits you but not necessarily others.
<b>transform</b>	Your decision will greatly change the outcome in a positive way.
<b>upset</b>	Your decision will unexpectedly defeat an anticipated outcome.

### CURED!

We write frankly and freely but then we "**modify**" before we print.

MARK TWAIN

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