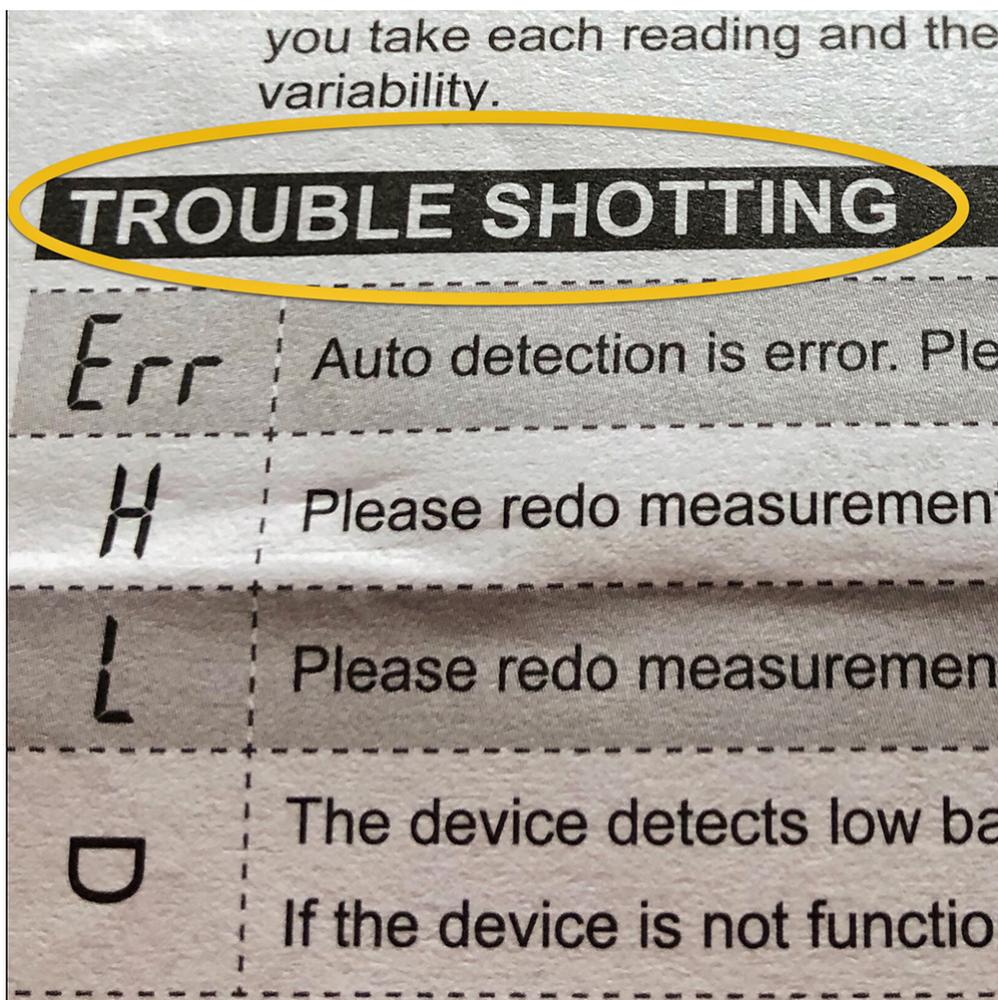


News from Nan

NEWS 'N' VIEWS

MISCOMMUNICATION: "TROUBLE SHOTTING" YOUR NEW ORAL THERMOMETER

JANUARY 11, 2019 | ANNA



Is this your product documentation? If not, aren't you glad it isn't?

As a linguist, I find errors like this sort of amusing, and as a language student myself I sympathize with the fact that it's hard to get everything right in a foreign language.

But as a customer, I find it annoying that I have to pay high prices for poor quality. (If the documentation is poorly written, maybe the product has quality problems, too.) In future product purchases I'll try to avoid this brand.

Leave the amusement to the professional comedians. Consumer products targeted for English speakers deserve error-free, professional documentation in standard English.

◀ 2019 ◀ LINGUISTICS ◀ MISCOMMUNICATION ◀ SIGN