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Choose Your Words

affect / *effect*

Choosing between *affect* and *effect* can be scary. Think of Edgar Allan Poe and his

RAVEN: Remember *Affect* Verb

Effect Noun. You can't *affect* the creepy poem by reading it, but you can enjoy the *effect* of a talking bird.

In everyday speech, *affect* is a verb. It means to influence something, such as in the headline from the *Albuquerque News*,

Downed Power Line *Affects*
PNM Customers

The downed power line had an impact on some power customers: they were without electricity overnight.

Effect is most commonly used as a noun meaning the result or impact of something, an outcome. If there's "a/an/the" in front of it, it's an *effect*.

The *Effect* of Persistent
Sleepiness