**Affect and Effect**

Examples from *http://owl.english.purdue.edu/exercises/4/24/42/answer*

1. Wars **affect** everybody, and their destructive **effects** last for generations.

2. Television has a strong **effect** on public opinion.

3. My mood can **affect** my thinking, too.

4. I see that you're trying to **affect** apathy, but I know that you really do care.

5. Falling on my head had a bad **effect** on my memory.

6. His years of smoking have negatively **affected** his health.

7. This plan will surely **effect** significant improvements in our productivity.

8. The patient shows normal **affect** and appears to be psychologically stable.

9. The principal's new rules **affected** the school.

10. Supply and demand have a direct **effect** on the prices of commodities.

11. The **effect** of the speech was visible on the faces of the sleeping audience.

12. He's just trying to seem cool; his indifference is completely **affected**.

13. We may never know the full **effect** of the radiation leak.

14. The early frost will **affect** the crops.

15. What kind of **effect** can this quiz have on your dinner tonight?

Definitions adopted from: “Affect.” *Randsom House Webster College Dictionary*. 1991. Print

**The verb affect** means “to act on” or “to move”

*Example: His words affected the crowd so deeply that many wept*

**The verb affect** can also mean “pretend” or “to assume”

*Example: New students were affecting a nonchalance they didn’t feel.*

**The noun affect**, pronounced with the stress on the first syllable, refers to emotion, or in psychiatry, emotional response.

**The verb effect** means “to bring about” or “accomplish”

*Example: Her administartion effected radical changes.*

**The noun effect** means “result, consequence.”

*Example: The effects of the oil spill were serious.*