

Using capitalized words the right way

In English, we use capitals in the following situations:

- At the beginning of a sentence.
- For proper names (Deborah Brody lives in Maryland)
- For titles (President Barack Obama)

We do not use capitals as a way to emphasize words, or make them prominent. For that purpose, we might underline, italicize or bold the word in question.

All caps as in NO WAY AM I GOING OUTSIDE TODAY is generally used to denote excitement, anger or “shouting.”

However, I see words being capitalized that don't need to be, all the time.

Notice this help wanted ad from Craigslist (words underlined for emphasis by me):

Our Firm has an immediate open for two Writers/Proofreaders

We are very flexible:

You can work as contractors, Part Timers or Freelancers

You can work from your house/office or/and our office

You must have experience writing for Finance, Tax, Accounting, and Insurance businesses

You must have experience in Marketing, Advertising and Sale

You must be available to start next week

You must include your desired pay (per page and/or per hour) in your email or cover letter

This is a help-wanted ad for a proofreader! I am not sure the ad is intended to be a test or if it is showing (unwittingly) a desperate need for a proofreader.