

General Guidelines: Clarity and Conciseness

Part of writing in plain, user-friendly English is learning to write in a way that is clear and concise, so that your writing can be easily understood by your reader. The following are some things to remember when you are writing and revising:

1. Use verbs, not nouns: bring out ACTIONS.

edit: The President has made an announcement proclaiming the United States' participation in the program.

2. Use active voice, not passive: bring out ACTORS.

edit: A reform must be undertaken in the governmental sector so that corruption can be eliminated.

3. Avoid redundancy/repetition: cut WORDINESS.

edit: Each and every student enrolled in the college is concerned about the poor, unappetizing, low-quality food currently being served at this time on campus.

4. Avoid excess, empty phrases: cut WORDINESS.

edit: In order to optimize our chances of being successful with our project, we will have to do our utmost to perform to the top of our abilities.

5. Avoid unnecessary "There is/There are" -- get to the point.

edit: There are several factors indicating that the stock market may crash again soon.

Whenever possible, bring out **actors** and **actions**.

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21G.228 / 21G.227 Advanced Workshop in Writing for Social Sciences and
Architecture (ELS)
Spring 2007

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