



Molière's Miser

Ensure your reader has the same picture in his/her head that you have in yours. And do so with the least amount of words possible.

Use precise and specific rather than vague and ambiguous language without being too abrupt.

Becoming an *accurate* word miser

The more complex words you use, the more work your readers have to do.

The more work your readers must do work out what you are saying, the less interested they'll be.

The less interested they become, the less likely they'll be to read your work.

When writing, you need to become an accurate word miser.

What is the objective?

Ensure your reader has the same picture in his/her head that you have in yours. And do so with the least amount of words possible. However,

NEVER choose brevity over clarity.

How to become an accurate word miser?

1. Clarity

When writing is clear, your words can have only one meaning, they cannot be misunderstood.

Using familiar words helps ensure clarity.

2. Brevity

Brevity means editing to cut repetitious and unnecessary information and words.

Using as few words as possible to convey your meaning helps ensure brevity.

3. Simplicity

Simplicity means using easy words, short sentences and short paragraphs when writing.

Using words you would say helps ensure simplicity.

4. Objectivity

Objectivity is evident when someone other than you reaches the same conclusions when presented with the same facts or evidence.

Therefore, any claims or conclusions you make need to be based on facts, not intuition or emotion. Don't leave details to the imagination.

NEVER choose brevity over clarity

VAGUE

The rod may not be laid straight if the concrete isn't thrown fast.

SPECIFIC

Throw the concrete within 10 minutes to ensure a stable rod that is at a 90 degree angle.

ABSTRACT LANGUAGE

Bloggs is reliable and responsible.

CONCRETE DETAILS

Bloggs always arrives at work on time and never misses a deadline.



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