

Chapter 4 - Emphasis

Joseph M. Williams, *Style: Towards Clarity and Grace*, U. Chicago Press, 1990.

1. “If you begin a sentence well, the end will almost always take care of itself.”
2. Beginning of sentence – “topic,” end of sentence – “stress”
3. Managing endings:
 - Trim the end
 - Shift less important information to left, more important information to right
 - Extract and isolate the most important ideas, don’t bury them in the middle of the sentence
 - Introduce (new) technical terms at the end of a sentence