Fancy, Flowery, and Official Language.

Flowery, or bureaucratic/official language makes the language heavy and hard to read. Simplify and see if there is an concrete idea hidden inside. If so, reduce to base elements then spice/rebuild it back without it sounding too folksy.

Resource: <https://www.plainenglish.co.uk/>

The Plain English Campaign.

Example:

High quality learning environments are a necessary precondition for facilitation and enhancement of the ongoing learning process.

Goals:

1. Look for the specific idea yearning to get out.
2. Meaning doesn’t hit you
3. Not simple.
4. Not clear. Abstract.
5. Not elegant.
6. Not evocative. Doesn’t put any pictures in the mind. Not stimulating. Dry words.

Deconstructing:

High quality learning environments

A necessary precondition

For facilitation and enhancement

The ongoing learning process

Plain way:

Good schools

Are needed

To enhance and improve- or simply, to support

Learning

First Revision:

Good schools are needed to support learning.

Second Revision: Clarify what the learning is for. In this case, Children.

Good schools are needed to support children’s learning.

Final Revision (as determined by The Plain English Campaign):

Children need good schools if they are to learn properly.