Multiplying Entities

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

The Plain English Campaign.

Slows down the reading by going long to a particular entity.

Example 2.25-1

Air New Zealand’s international long haul flights division is doing a lot better.

Revision: 1

Air New Zealand’s long-haul division is doing a lot better.

Revision: 2

Example 2.25-2

This is the U.S. company’s first overseas partnership since it acquired Italian gourmet food concept store chain call Gourmet Foods.

Revision: 1

This is the U.S. company’s first overseas partnership since it acquired Italy’s Gourmet Foods chain.

Revision: 2

Example 2.25-3

Malcolm Turnbull became leader of the Commonwealth of Australia in 2015.

Revision: 1

Malcolm Turnbull became Australia’s leader in 2015.

Revision: 2

Example 2.25-4

Chinese visitors boost Heathrow Airport Traffic Volumes.

Revision: 1

Chinese visitors boost Heathrow Airport Traffic

Revision: 2

Chinese boost Heathrow Airport Traffic.