Random Thoughts

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

The Plain English Campaign.

Ideas that are not connected to any section. Inelegant.

Example 5.50-1

Frills Airways Setbacks

1. Striking workers.
2. A flood of customer service complaints.
3. An advertising campaign that flopped.
4. Technical problems with its planes.
5. Profit declines at its long-haul business.

Frills has seen profits dive in recent months due to slumping ticket sales at its long-haul business. The airline recently signed a core-sharing deal with Dubai-based Kingdom Airways. Despite problems on the international side of its business, Frill has seen an uptick in ticket sales at its short-haul division.

Revision: 1

Revision: 2

Frills has seen profits dive in recent months due to slumping ticket sales at its long-haul business. Things haven’t improved even after the airline began a core-sharing partnership with Dubai-based Kingdom Airways, aimed at bolstering the struggling division. Despite problems on the international side of its business, Frill has seen an uptick in ticket sales at its short-haul division.

Example 5.50-2

Revision: 1

Revision: 2