Timing, Rhythm, Musicality

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

The Plain English Campaign.

Timing, Rhythm, Musicality. Show and hope they will feel. Beats

Example 5.54-1

The reason that I maintain that Mr. Davis is not exactly suitable for the job that he applied for is that his temperament is lacking in some important respects, and in this regard, Mr. Davis would need to implement some major changes to his character before we would reconsider an application.

Revision: 1

The reason that I maintain that Mr. Davis is not suitable for the job is that his temperament is lacking in some important respects, and in this regard, Mr. David would heed to implement some changes to his character before we would reconsider.

Revision: 2

Mr. Davis is not suitable for the job he applied for; his temperament has some major flaws. Unless his character changes, we won’t reconsider his application.

Revision: 3

Mr. Davis, who has some major flaws in his temperament, isn’t suited for the job he applied for. We won’t – unless he makes changes in his character – reconsider his application.

Example 5.54-2

Qantas reported record profit. The airline said it was pleased with the result. Qantas is planning to increase the number of routes it flies. The carrier hopes that doing so will boost future earnings.

Revision: 1

Qantas, reporting record profit, said it was pleased with the result. Planning to increase the number of routes it flies; the carrier hopes that doing so will boost earnings.

Revision: 2

Qantas reported record profits and said it was pleased with the result. To help boost future earnings, the airlines is planning to increase the number of routes it flies.