Word Echoes

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

The Plain English Campaign.

Repetitive words or phrases in same (or in adjacent) sentences. Be careful not to make the sentence vague by removing.

Example 5.58-1

China last week reported a $10 billion trade deficit, the first trade deficit China has reported in five years.

Revision 1:

China last week reported a $10 billion trade deficit, the first trade deficit the country has reported in five years.

Revision 2:

China last week reported a $10 billion trade deficit, the first trade deficit the country has announced in five years.

Revision 3:

China last week reported a $10 billion trade deficit, the first the country has announced in five years.

Revision 4:

China last week reported a $10 billion trade deficit, the first time in five years the country has revealed a shortfall in its trading accounts.

Example 5.58-2

Apple said profit jumped in its latest financial year, as iPhone picked up momentum in several countries. The profit boost comes as Apple prepares to launch a new phone shrouded in the company’s characteristic secrecy.

Revision: 1

Apple said profit jumped in its latest financial year, as iPhone picked up momentum in several countries. The earnings boost comes as the device maker prepares to launch a new phone shrouded in the company’s characteristic secrecy.