The Beauty of Evocativeness

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

The Plain English Campaign.

Simplicity turns writing that is slow, heavy to lively and punchy

Clarity turns writing that is hazy and fuzzy bright and sharp

Elegant turns writing that is messy and clunky to orderly and graceful

Evocative writing fires up the imagination or moves you emotionally. Colorful language, vibrant imagery, etc. Don’t need evocativeness for simple business writing.

Example 5.59-1

The male of the firefly, a small luminous beetle, more like a wandering star than a winged insect appeared on the first warm black night of Ardis, one by one, here and there, then in a ghostly magnitude, dwindling again to a few individuals as their quest came to its natural end.

Revision 1:

Example 5.59-2

A dark and brilliant achievement.

Revision: 1

Example 5.59-3

Objective considerations of contemporary phenomena compel the conclusion that success or failure in competitive activities exhibit no tendency to commensurate with innate capacity, but that a considerable element of the unpredictable must invariably be taken into account.

Revision: 1

I returned and saw the sun , that the race is not to the swift, nor the battle to the strong, neither yet bread to the wise, nor the riches to men of understanding, nor yet favor to men of skill; but time and chance happens to them all.