The Beauty of Evocativeness

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

The Plain English Campaign.

Sameness is boring.

Make it more stimulating

Example 5.60-1

In this course, you will learn how writing in a simple way can make your writing more punchy. In this course, you will learn how writing in a clear way can make your writing comprehensible. In this course, you will learn how writing in an elegant way can make your writing more flowing. In this course, you will learn how writing in an evocative way can make your writing more stimulating.

Revision 1:

In this course, you will learn how writing in a simple way can make your writing more punchy. You will learn how writing in a clear way can make your writing comprehensible. The course will also teach you how writing in an elegant way can make your writing more flowing – as well as how writing in an evocative way can make your writing more stimulating.

Revision 2:

In this course, you will learn how writing in a simple way can make your prose more punchy. You’ll discover how maximizing clarity can make it more comprehensible. This course will also teach how adding elegance can help your writing flow better – and how, by focusing on evocativeness, you can make it more stimulating.