Arousing Senses

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

The Plain English Campaign.

To arouse sense/sight, focus on creating an image. Either by showing people/players or action.

Example 5.65-1

Where applications for citizenship are concerned, the available forms on the desk are required to be attended to.

Revision 1:

People applying for citizenship should fill out one of the forms on the desk.

Revision 2:

Example 5.65-2

Ensure that, prior to submission for the examination, assignments have been assessed by course tutors.

Revision 1:

Give your assignments to course tutors for assessment before submitting them to the examiner.

Revision 2:

Example 5.65-3

It has been claimed, in the past, that epistemology is a difficult subject.

Revision 1:

Some people claim that epistemology is a difficult subject.

Revision 2:

Some people have claimed that epistemology is a difficult subject.

Example 5.65-4

The official national threat level relating to the chances of a volcanic eruption has been changed from orange to red.

Revision 1:

The government lowered the volcano threat level to orange from red.

Revision 2:

Authorities lowered the volcano threat level to orange from red.

Revision 3:

The government wrenched down the volcano threat level to orange from red.

Example 5.65-5

The financial system has come upon growing pressure from currency speculators.

Revision 1:

The financial system is under mounting strain from currency speculators.

Revision 2:

The financial system is creaking from the accumulated weight of the currency speculators.