- **Structure/content**

  - The structure of a sentence should reflect the structure of its content.

  - If listing three connected ideas, **show** how they are connected.

- **Concrete/abstract**

  - Concrete meaning is good.

  - Don't use an abstract word just because you're unclear on the idea behind it - clarify the idea instead!

  - Describe in detail - avoid vagueness.

  - But choose your detailed examples carefully, and meaningfully.