

- **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.

- **Metaphors**

- Becker dislikes casual metaphors and considers them 'tired'.
- 'Mining data'; 'teasing out results'; 'growing body of literature'.
- A metaphor which is meaningful and well-thought out is always a positive thing.
- In some cases (Erving Goffman) such metaphors can be very extended.
- Orientational metaphors (up, down, forward, back) can't be avoided (Becker claims).