

Clarity and conciseness in writing:

Clarity: Clarity is achieved when the receiver understands a message as the sender intended. Clarity can be achieved by concrete word choice, unity and coherence.

Tips for clarity writing

- a) **Use familiar words:** This is the first golden rule for writing clear language. We must select simple and familiar words rather than unfamiliar words. The easier and more familiar the words, the better the understanding of the written matter. e.g. hasty-hurry
- b) **Use concrete words:** We should use concrete words to sharp images in our mind in effective writing. Our emphasis should be on the concrete tangible objects for which we use the most suitable words. E.g. office, computer, bench board are concrete words. Joy, sadness, honesty, management are abstract.
- c) **Use single words in place of circumlocution:** Circumlocution means use of more words than necessary to express something.e.g.an electronically cupboard with a series of drawers to put food in to make it cold—refrigerator.
- d) **Use short words in place of long words:** Long words generally confuse the readers and difficult for them to understand. e.g. .honorary job in place of ‘job that has no emoluments’.
- e) **Prefer Saxon words to Romans:** Saxon words have their origin from British and it is easier than roman’s words e.g. It is better to use dead body in place of “corpse”.
- f) **Be careful with use of technical words:** Every profession develops its own special vocabulary. It is easily understood by those who are engaged in that profession, but for outsiders it sounds almost like a foreign. It is advised to use familiar words rather than words that are generally used only by a particular group.
- g) **Use strong words:** Strong words make an immediate impact and the communication becomes forceful. e.g. ‘Tycoon’ in place of successful businessman.’ Boom’ in place of period of business prosperity.’ slump’ in place of period of decline in business are stronger in their appeal than their plain English equivalents.
- h) **Use of active verbs:** Active verbs or in other words, verbs in active voice are the strongest parts of speech. E.g.’ your efforts are highly appreciated by the management’’ instead the management highly appreciates your efforts.
- i) **Avoid unnecessary use of camouflage verbs:** When the verbs unnecessarily turn in to nouns is called as camouflage verbs. e.g. ‘we are giving all our consideration to your application’, in place of ‘we are actively considering your application’.e.g.‘The establishment of a placement cell in our institute has been accomplished with the help of some well known companies’ in place of ‘with the help of some well known companies our institute has established a placement cell’.

Conciseness in writing: Successful communication depends on our choice of concise words and phrases. It is not always easy to find out the right word for right situation. Conciseness can be achieved by

- ✓ Using shortened form of a noun
- ✓ Using pronoun in place of a noun

- ✓ By eliminating excess words. Limiting repetition
- ✓ Using active verbs
- ✓ Minimize use of 'that'
- ✓ Avoid passive or inactive verbs such as is' was 'we're' has 'have' be been.