Why is clarity important?

Clarity is important because it ensures that your reader understands exactly what you're communicating, whether that's a request, an observation, a question, a statement, or a response to a question they asked you.

Using clear language also makes your writing more convincing. This is important when your goal is to persuade your reader to take a certain action or to defend a point in your writing. When your language is clear, you're perceived as more of an authority on your subject.

From a reader's perspective, strong writing is more engaging than vague writing. Details paint a fuller picture for the reader to imagine. For example, in a poem or story, clear writing makes the narrative more immersive and encourages readers to picture its events unfold in their mind. In academic writing, like essays and research papers, detailed writing enables the reader to understand the topic.

Elements of Clear Writing: The main elements of an effective writing are:

1. **Directness:** Directness is the quality of being straightforward and concise: stating a main point early and clearly without embellishments or digressions

2. **Brevity** (Avoid filler words, use acronyms and abbreviation)

   Original sentence: Due to the fact that it was raining, Rizwan decided to take an umbrella with him when he went outside.

   Brevity version: Because of the rain, Rizwan took an umbrella.

Acronyms are typically formed from the initial letters of a phrase. Abbreviations are shortened forms of words or phrases.

Sentence Structures: It refers to how words are organized to convey meaning in a sentence. There are four main types of sentence structures.

a) **Simple Sentences:** There are sentences that contain a subject and a verb and express a complete thought such as "I like to read".

b) **Compound Sentences:** These are the sentences that consist of two or more independent clauses like "I enjoy reading, and my brother prefers to write".

c) **Complex Sentences:** These sentences contain an independent clause and one or more dependent clauses like "Because I was late, I missed the bus."

d) **Compound-Complex Sentences**: These sentences combine the elements of both compound and complex sentences. They consist of two or more independent clauses and one or more dependent clauses. An example is "I missed the bus because I was late, but I managed to catch a taxi".

Sentence Length: Sentences are usually between 15–20 words. Thirty words is a long sentence and should be considered the maximum.

Specific and Concrete words: It refers to the language that precisely identifies and describes particular people, places or things. They are clear, and detailed providing a more accurate and understanding of the subject matter.

Coherence: It refers to the logical and consistent connection of ideas within a text. It ensures that the information flows smoothly and that the ideas are interconnected in a meaningful way.

Example: "I like dogs. They are friendly. Dogs makes good companies. I have a dog named Max. Max is a Labrador. I take Max for walks every day"

This example demonstrates coherence because each sentence relates to the main topic. The information is presented in a logical sequence and employing consistent writing style contribute to the coherence of a text.

Cohesion: It refers to the linking words

Example: "John wanted to bake a cake. He gathered all the ingredients. First, he mixed the flour, sugar, and eggs. Then, he added milk and butter to the mixture. Finally, he poured the batter into a baking pan. In the end, the cake turned out to be delicious".

In this example, cohesive devices such as the use of pronouns ("he, he, he") and transitional words ("First, then, Finally, In the end") help to create a logical and smooth flow of ideas.

Pitfalls to Avoid

Hackneyed Phrases: A hackneyed phrase or idea has been said or used so often that it has become boring and has no meaning. Repeating so many times like Cutting edge of technology, Revolutionary.

Redundancies: Redundancies are when you use extra words that say the same things. They make sentences longer and less clear. For example, saying "added bonus" is a redundancy because a bonus is something extra already. It is necessary to avoid redundancies to keep your writing clear and concise.

Slang Language: It is casual and informal words and expressions that people use when talking with friends or in relaxed situations. Examples are: cool, chill, dude, hang out, She is so cheap.

E-Language: Abbreviation of external language: language as transmitted and shared in the world or community rather than as perceived and understood in the individual.

Passive voice: Passive voice can be useful when you want to focus on the object or the result of the action, rather than the agent or the doer.

Example: The paper was written by the researchers. In passive voice, the subject (the paper) does not have an active relationship to the verb (was written) i.e. the paper did not do the writing, but was written by someone else.