



POWER WRITING TIPS

Summer 2009 Issue



Newsletter Spotlight

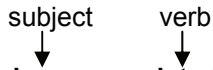


Improve Readability
 Message clarity plunges when too many words separate the subject from the verb!

Quotable Quote
 "Knowledge is power."
 ~ Francis Bacon

Keep Subjects and Verbs Together

The easiest pattern to read places the subject and verb together:



Example: The **designer** completed the graphics.

In the *No* examples below, too many words between the subject and verb reduces clarity. In the *Yes* examples, a clear subject and verb are placed directly next to each other (verbs are underlined):

No: The **project** to streamline the customer complaint process was completed ahead of schedule by our team.

Yes: Our **team** completed the project to streamline the customer complaint process ahead of schedule.

No: The **contractor**, on several occasions during the project, missed agreement deadlines.

Yes: On several occasions during the project, the **contractor** missed agreement deadlines.

Practice: Improve the sentence below by revising to place the main subject and verb together.

- The book *Graphics Design*, written by Kelli Sullivan and illustrated by Mark Tate, was adopted by our department.

Answer: Our department adopted the book, *Graphics Design*, written by Kelli Sullivan and illustrated by Mark Tate.

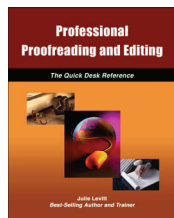
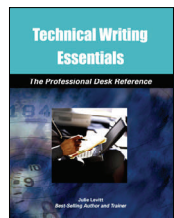
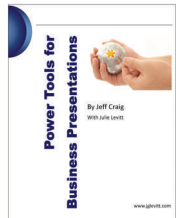
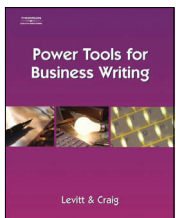
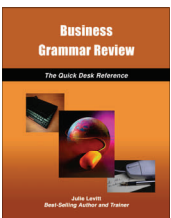
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