

BREVITY

Journalistic writing is meant to communicate, not to impress. Therefore your role as copy editor is to insure that all copy is as clear, concise and brief as possible. Your readers do not want to spend extra time reading "made an appearance" when "appeared" will do.

To make copy easy to read:

1. SHORTEN VERBAL PHRASES TO SIMPLE VERBS.
The meeting was ~~brought to a close~~ ^(ended) at 9 p.m.
2. USE SIMPLE WORDS FOR CLARITY.
He ~~sustained a broken~~ ^(broke his) arm.
3. ELIMINATE CLICHES, STOCK PHRASES, GLITTERING GENERALITIES.
Arthur ~~tipped the scales~~ ^(weighed) at 240 pounds.
4. DELETE UNNECESSARY WORDS OR PHRASES.
The president will not speak until Wednesday ~~because of the fact that~~ Tuesday is a holiday.
5. ELIMINATE REPETITION OR REDUNDANCY.
The meeting will be ~~held~~ Monday ~~night~~ at 7:30 p.m.