

# With words ... less is more

### Simple words are best:

ameliorate = improve approximately = about beneficial = helpful, good commence = begin, start concept = idea, notiondeactivate = close, shut off deficiency = shortage, lack dialoging = talking, visiting, discussing endeavor = try, attemptequivalent to = equal to, same as facilitate = helpfinalize = end, complete interact with = meet, visit, talk with methodology = methodobjective = aim, goal oftentimes = oftenprior to = before proliferate = spread, increase purchase = buyremainder = rest, what's left remuneration = pay replicate = repeatutilize = use arrive at a decision = decide ascertain the truth = verify at the present time = now bring to a conclusion = end, finish, complete close proximity = near conclusive evidence = prove, find conduct a poll = pollconsensus of opinion = agree disposed of on the market = sold due to the fact that = because give consideration to = consider held a meeting = met

hold a meeting = meet in regard to = regarding in order to = to indications of = indicates is aware of = knows keep in mind = remember make plans for = plan make an appearance = appear, show up meeting will be held = meeting will be not in favor of = oppose not yet known = unknown reach an agreement = agree residential dwellings = houses, homes so as to allow = to allow, allow substantial number = many, a lot subsequent to = after take into consideration = consider with the exception of = except for, except

### From the redundancy department

close proximity end result future plans general public mutual agreement new discovery new record old adage very unique

### Eliminate excess

a consequence of = because adjacent to = near, adjoining adverse weather conditions = bad weather are suggestive of = suggest

## **References:**

Calvert, Patricia, ed., "The Communicator's Handbook: Tips and Techniques." Agricultural Communicators in Education. Gainesville, Fla., Maupin House, 1990.

Cappon, Rene J, "The Word: An Associated Press Guide to Good News Writing," New York, The Associated Press, 1982.

Writer's Handbook, The Writing Center, University of Wisconsin-Madison c. 2009 UW-Madison Writing Center http://writing.wisc.edu/Handbook/index.html



Prepared by Vicki Miller, Research Communications Office of Research & Economic Development University of Nebraska–Lincoln ©2016