

“SUGGESTIONS AND CAUTIONARY HINTS”

Adapted and augmented for writers of analysis from essays by E.B. White

1. Place yourself in the background.
 - Your mood and temper are secondary.
 - Don't affect a style; be natural.
 - Know the difference between opinion and analysis.
2. Write in a way that comes naturally.
 - Relax and write in your own voice.
 - Add in formal touches later.
3. Work from a suitable design.
 - Think through what you want your product to look like – length, approach.
4. Write with nouns and verbs.
 - Adjectives and adverbs don't make your case; they feel like manipulation.
5. Revise and rewrite.
 - You will discover serious flaws; fix them.
 - Pride doesn't come from the first draft.
6. Do not overwrite.
 - Rich, ornate prose is indigestible.
 - Overstatement kills your case.
7. Avoid the use of qualifiers.
 - They are rather unhelpful, very unnecessary, little valuable, and pretty boring.
8. Do not affect a breezy manner.
 - The lack of discipline suggests an overconfidence that readers care about your every whim.
 - Don't waste people's time.
9. Use orthodox spelling.
 - It's not rite to put readers thru such abuse.
10. Do not explain too much.
 - People don't need your details, and they don't need you to be overly explicit (especially with adjectives and adverbs).
11. Do not construct awkward adverbs.
 - Don't do it even if you're writing tiredly.
12. Avoid fancy words.
 - Showing off turns people off.
 - Save the jargon for people who don't need to read your work.
13. Be clear.
 - Clear?