

# TECHNICAL STYLE

EDITING FOR  
CONCISENESS PART 1

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TECM 2700

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Have you ever read a sentence so wordy that it made no sense?

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How about a sentence so long you skipped it altogether?

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## Example:

- - *In general, I tend to believe that the most successful situations of selling our products to prospective customers involve making a sort of personal connection that possibly increases their trust in us and our company.*

# EDITING FOR CONCISENESS PT. 1



Clean Out Clutter Words  
Delete Needless Qualifiers

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# Clean Out Clutter Words

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- Can be nouns, adverbs, adjectives, etc.

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## Common clutter words:

- Very
- Definitely
- Quite
- Extremely
- Rather
- Somewhat
- Really
- Actually
- Currently
- Situation
- Aspect
- Factor

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# Clean Out Clutter Words

## Identify the clutter words:

- Actually, one aspect of a business situation that could definitely make me quite happy would be to have a somewhat adventurous partner who really shared my extreme attraction to risks.

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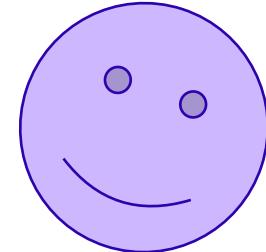
# Clean Out Clutter Words

**Identify the clutter words:**

- **Actually**, one **aspect** of a business **situation** that could **definitely** make me quite happy would be to have a **somewhat** adventurous partner who **really** shared my **extreme** attraction to risks.

**Better:**

- I seek an adventurous business partner who enjoys risks.



# Delete Needless Qualifiers

- Qualifiers express uncertainty or soften the tone and force of statement
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## Appropriate qualifiers

- Despite Frank's poor grades last year, **I think** he will do well in college.
- Your product **seems** to meet our needs.

# Delete Needless Qualifiers

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## **Identify the needless qualifiers**

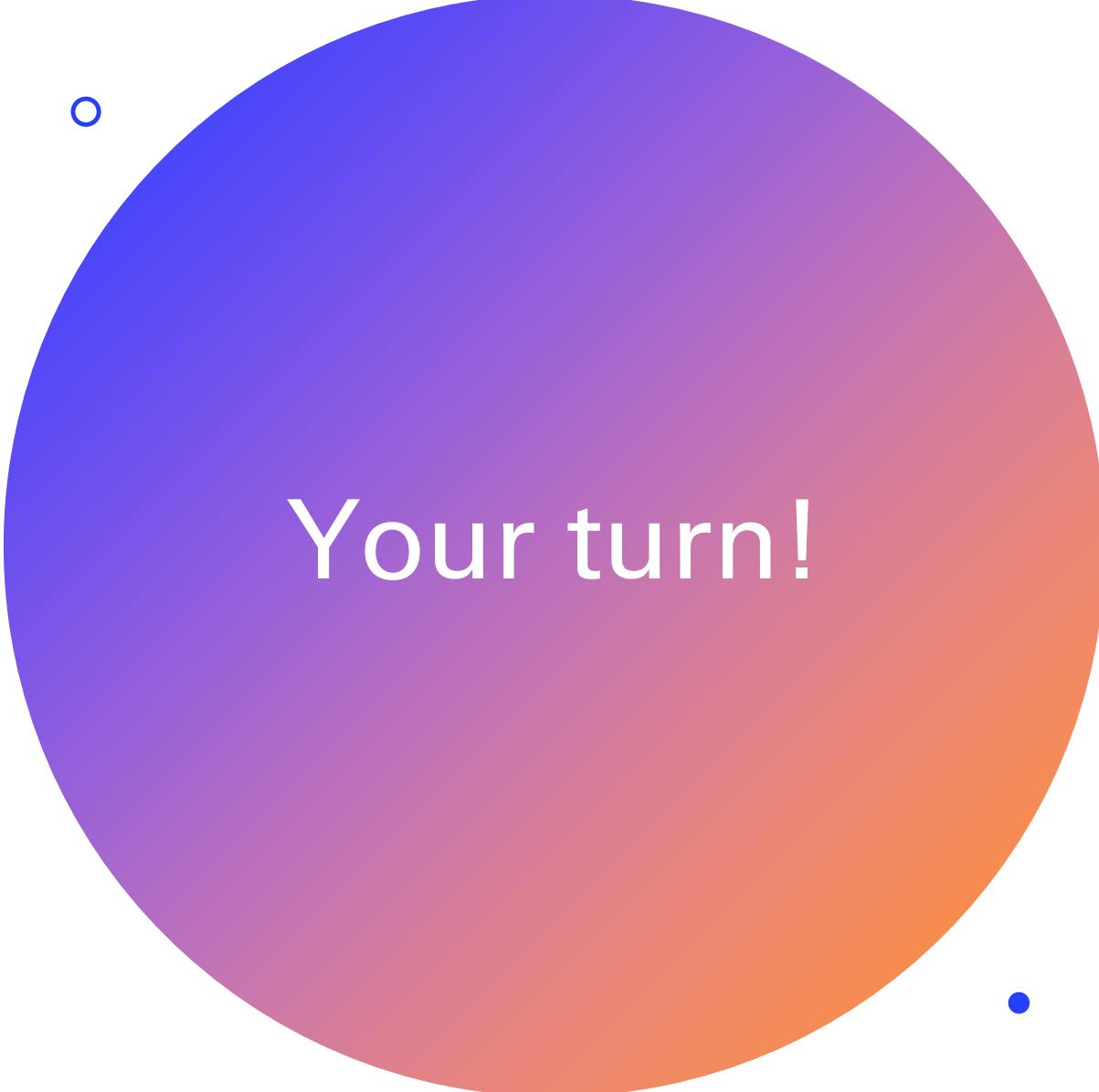
- It seems that I've made an error.
- We appear to have exceeded our budget.

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## Identify the needless qualifiers

- **It seems that** I've made an error.
- We **appear to** have exceeded our budget.



Your turn!

- Work with the people at your table.
- Make the sentences on the worksheet more concise by clearing out clutter words and needless qualifiers.
- Modules > Week 3
- One submission per group.
- We will discuss our edits in **15 minutes.**

# NEXT TIME

1

Find **one** example of a sentence with needless qualifiers or clutter words “in the wild.”

2

Submit the example in the format that makes the most sense (file upload, text entry, etc.).

3

Explain in one to two sentences where you found this example, what's wrong it, and how you would correct it.

4

**Due next class period.**  
Have a great afternoon!