

# TECHNICAL STYLE

## EDITING FOR CONCISENESS PART 1



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?

## Example:

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  - *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       | • Really    |
| • Definitely | • Actually  |
| • Quite      | • Currently |
| • Extremely  | • Situation |
| • Rather     | • Aspect    |
| • Somewhat   | • 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

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- **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.



# 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.



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- Qualifiers express uncertainty or soften the tone and force of statement
- Qualifiers are not always bad!

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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 out budget.

# Delete Needless Qualifiers

- When you are certain, eliminate the qualifier so you don't seem unsure or avoidant.

## 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!