



Dear Reader,

Happy Hallowe'en from **EC Writing**! This month's issue deals with long-winded expressions that are apt to scare readers away. Instead of dressing up ideas in verbiage, give readers a treat (not a trick) with text that's simple and easy to understand.



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#### Simple Alternatives to Wordy Phrases

Paradoxically, busy people who claim to live by the maxim "time is money" often contradict themselves in reports and presentations by adopting needless verbosity and stilted "fifty-cent" words. Invariably there are short, simple alternatives that are more effective because they get to the point quickly. Here are some wordy, sometimes pompous, time-wasting phrases that can each be replaced by a single word:

1. **Despite the fact that** : *although*
2. **Due to the fact that** : *because*
3. **In the event that** : *if*
4. **In view of the aforementioned facts** : *therefore*
5. **At this point in time** : *currently or right now*
6. **Cognizant of the fact** : *aware*
7. **Take appropriate measures** : *act*
8. **Afford an opportunity** : *allow or permit.*

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#### Buzz Off : *Going forward in time*

Grating as they may be, some buzzwords at least express a useful concept. But others appear to serve no purpose except to make readers and listeners grit their teeth in exasperation. One faddish expression without a useful future is "going forward in time", or just "going forward". Don't say this, because it usually goes without saying – after all, it's not as though we can go backwards in time! But for those occasions when you need a less irritating alternative, here are a few:

- "in future"
- "from now on"
- "henceforth"

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Which buzzword is your pet peeve? Send your suggestion to [writer@ecwriting.com](mailto:writer@ecwriting.com), then look for your buzzword and name in an upcoming issue.

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#### Parting Words

"The language of truth is unadorned and always simple."

– Marcellinus Ammianus, Roman historian