

# The Write Stuff Saying More by Writing Less

Suzanne d'Arcy Research & Innovation Manager

**EARMA 2019** 



## The Inspiration

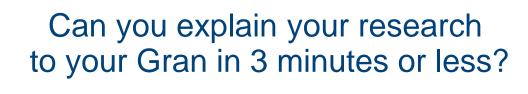


**Gussie & Me** 



#### **What Works**





And she gets it...





#### **What Works**

**Clarity** 

**Brevity** 

**Euphemy** 



#### **What Doesn't Work**

Long sentences

**Judging language** 

**Overly-complex ideas** 



### **Substance & Style**

#### **The Practical & The Personal**



#### **Good Example:**

The Conversation is really supporting academics to write for the lay audience Brexit: why customs are central to solving the Irish border impasse

by Prof Gavin Barrett, Sutherland School of Law

#### Short, perfectly formed sentences...

Hence Irish attachment to the idea.

This half-way house compromise pleased few in Westminster.

This seems wholly unlikely to change.

A nice turn of phrase, engaging language – there's a rhythm and a cadence to it...

Pyrrhic Ruinous Analogous Rearguard action



#### **Bad Example:**

A detailed (1,000 word) research plan to include the following:

- 1. Proposal Title
- 2. Background and Aims
- 3. Significance and Novelty
- 4. Approach and Methodology
- 5. Alignment with one or more of the six key research themes
- 6. Potential to attract research funding

I was sent a proposal with nearly **1,500 words** – over **500 words** had to go!

Editing was made easy as the writer was insisting on a mini-introduction/background in each of the larger sections. Whole paragraphs just had to be cut. The intro and background could only occur once under 2.

From then on each section had to start with exactly what they were looking for under 3 through 6.



## How do you go from 1,500 words to 1,000 words to 500 words?

- ☐ Look at the language you use
- ☐ Eliminate redundant words
- ☐ Cut to the chase
- ☐ Choose words wisely
- ☐ Edit, edit, edit



## Bringing the E.Q. to the I.Q.

