

Avoid pretentiousness :- Another enemy of clear concise prose is pretentiousness—pompous, inflated —3 language surrounds us. but as George Orwell: author of 1984; noted an inflated style is like "a cuttlefish squirting out ink"—If you want your prose easily understood; write as clearly and plainly as possible. example:- here is a copy of a government memo announcing a blackout order :- \* Such preparations shall be made as will completely by reason of internal or external illumination. " \* modification:- Tell them .that in buildings where but something a cross the windows