

3– Avoid pretentiousness :– Another enemy of clear concise prose is pretentiousness–pompous, inflated 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.