

✓ Checklist: Style

(Numbers in parentheses refer to the first page of the relevant section.)

Clarity

- Does each pronoun clearly refer to the noun it replaces? (217)
- Is each modifier close enough to the word(s) it explains? (217)
- Do most sentences begin with the familiar information and end with the new? (218)
- Are sentences in active rather than passive voice, unless the agent is immaterial? (219)
- Does each sentence provide only as much information as readers can easily process? (222)

Conciseness

- Is the piece free of wordiness, redundancy, or needless repetition? (223)
- Is it free of needless sentence openers and prefaces? (224)
- Have weak verbs been traded for verbs that express a definite action? (225)
- Have prepositions been trimmed and nominalizations restored to their verb forms? (226)
- Have negative constructions been converted to positive as needed? (227)
- Is the piece free of clutter words and needless qualifiers? (228)

Fluency

- Are related ideas subordinated or coordinated and combined appropriately? (229)
- Are sentences varied in construction and length? (231)
- Does an idea that should stand alone for emphasis get a sentence of its own? (231)
- Are short sentences used for special emphasis? (232)

Word Choice

- Is the wording simple, familiar, unambiguous, and free of useless jargon? (232)
- Is each acronym spelled out upon first use? (234)
- Is the piece free of triteness, misleading euphemisms, and overstatement? (234)
- Is the wording precise, with commonly confused words used correctly? (236)
- Are general or abstract terms clarified by more specific or concrete ones? (238)

Tone

- Is the tone appropriate and consistent for the situation and audience? (238)
- Is the level of formality what the intended audience would expect? (240)
- Is the piece free of implied bias or offensive language? (242)
- Does the piece display sensitivity to cultural differences? (245)?
- Is the word choice ethically and legally acceptable? (246)