

## With words ... less is more

### ***Simple words are best:***

ameliorate = improve  
approximately = about  
beneficial = helpful, good  
commence = begin, start  
concept = idea, notion  
deactivate = close, shut off  
deficiency = shortage, lack  
dialoging = talking, visiting, discussing  
endeavor = try, attempt  
equivalent to = equal to, same as  
finalize = end, complete  
interact with = meet, visit, talk with  
methodology = method  
objective = aim, goal  
oftentimes = often  
prior to = before  
proliferate = spread, increase  
purchase = buy  
remainder = rest, what's left  
remuneration = pay  
replicate = repeat  
utilize = use

### ***From the redundancy department:***

close proximity  
end result  
future plans  
general public  
mutual agreement  
new discovery  
new record  
old adage  
very unique

### ***Eliminate excess:***

a consequence of = because  
adjacent to = near, adjoining  
adverse weather conditions = bad weather  
arrive at a decision = decide  
ascertain the truth = verify  
at the present time = now  
bring to a conclusion = end, finish, complete  
close proximity = near  
conclusive evidence = prove, find  
conduct a poll = poll  
consensus of opinion = agree  
disposed of on the market = sold  
due to the fact that = because  
give consideration to = consider  
held a meeting = met  
hold a meeting = meet  
in regard to = regarding  
in order to = to  
keep in mind = remember  
make plans for = plan  
make an appearance = appear, show up  
meeting will be held = meeting will be  
not in favor of = oppose  
not yet known = unknown  
reach an agreement = agree  
residential dwellings = houses, homes  
so as to allow = to allow, allow  
substantial number = many, a lot  
take into consideration = consider  
with the exception of = except for, except

### **References:**

Calvert, Patricia, ed., "The Communicators Handbook: Tips and Techniques." Agricultural Communicators in Education. Gainesville, Fla., Maupin House, 1990.  
Cappon, Rene J, "The Word: An Associated Press Guide to Good News Writing," New York, The Associated Press, 1982.