Plain Written English for Business and Technical Applications Main Text (Paperback)

By Peter M Skaer

Babel Corporation, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Plain English introduces a system of writing clearly and effectively for all writers of English, the world over. In response to the clear emergence of English as the preferred language for both international business and travel, the global lingua franca of the modern age, Plain English is a system that can help writers to communicate their ideas clearly, effectively and directly, ensuring a one-to-one relationship between the author s intended message, and the reader s perceived message. Plain English as it is introduced here is not just a set of random guidelines and advice, but rather, a complete system of English usage that embodies four rigorous principles, which further address sixteen basic guidelines, which in turn govern eighty separate rules of usage. These four basic principles of Plain English are (1) Cohesiveness (unified, logical, consistent, complete, etc.); (2) Directness (clear, succinct, positive, etc.); (3) Economy (brief, uncluttered, minimal, etc.), and; (4) Appropriateness (polite, respectful, correct, neutral, etc.). Plain English recognizes the shortcomings in the fact that not all grammatically correct sentences in English are necessarily clear, or...

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