

### Writing styles

- Vary the sentence structure
- Alternate between long and short sentences
- Use both indirect and direct speech

### Vary your choice of words

- Use synonyms
- Use figures (on a 'human scale')
- Use imagery that is appropriate, corresponds to the reader's knowledge, is original
- Do not over- or underestimate the reader's knowledge!)
- Use personal words
- Use personal sentences
- Jargon?
- Hedging words between paragraphs

### Use characters

- Allow people to speak
- Bring people to life
- Enter into a dialogue with your readers
- Use active sentences

### Instead of Saying This, Try This

<i>Instead of Saying This</i>	<i>Try This</i>
A 90 percent increase in population.	The population almost doubled.
Annual coral cover loss was 1 percent over the last twenty years and 2 percent between 1997 and 2003.	We are now losing coral reefs more than twice as fast as we are losing rainforest.
The lifetime probability of developing liver cancer is 0.46 percent.	Out of every 1,000 people, fewer than 5 will develop liver cancer.