

BAD WRITING

- **Thinks too much of itself**
- **Gets hyped up**
- **Is overly complicated**
- **Could be shorter**
- **Adds unnecessary words**
- **Seems boring or unimportant**
- **Uses negative formations**
- **Has no direction**

“Innovative solutions for wound management”

“Participants read assertions whose veracity was either affirmed or denied by the subsequent presentation of an assessment word.”

“The Wellcome Trust have agreed to the budget as the financial mechanism to support the research priorities of the consortium as identified in the extension proposal.”

“There are many stakeholders in the areas who are planning to attend the meeting which is scheduled for next Friday.”

“Actual fact”, “close proximity”, “consensus of opinion”, “new initiative”.

“In this day and age, social media is an important avenue for research uptake.”

“We did not produce any unplanned outputs.”

“Bandages”

“Participants read sentences, each followed by the word true or false.”

“The Wellcome Trust have extended the consortium budget.”

“Many local stakeholders plan to attend next Friday’s meeting.”

“fact”, “close”, “consensus”, “initiative”

“Today, social media is an important avenue for research uptake.”

“We produced only planned outputs.”

GOOD WRITING

- **Is natural**
- **Uses simple language**
- **Exists to express not impress**
- **Is concise**
- **Is precise**
- **Avoids clichés**
- **Uses positive formations**
- **Has a strong purpose**