

# **VB064**

Third Seminar

**THE SENTENCES ARE SHORTER.**

**KEY WORDS ARE REPEATED IN THE  
PLACE OF PRONOUNS**

**("power saving" instead of  
"it")**

**VERBS ARE PREFERRED TO NOUNS**

**("how users perform" instead  
of "the performance of the  
users")**

**EMPHASIS AND DRAMA CAN BE  
CREATED BY VERY SHORT PHRASES  
INTERSPERSED WITH PAUSES**

**ACTIVE FORMS ARE USED INSTEAD  
OF PASSIVE FORMS**

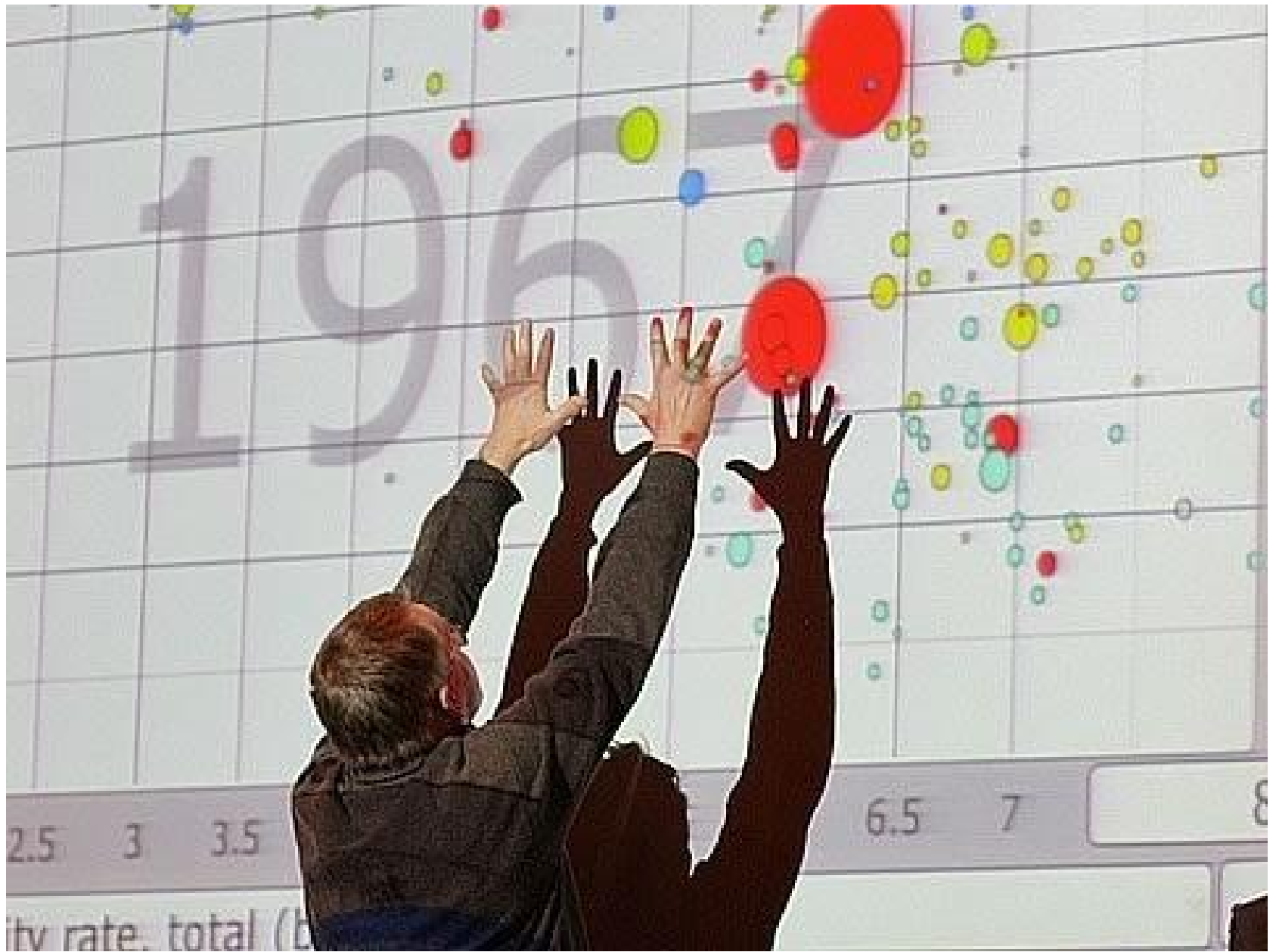
# SHORTER SENTENCES

REPETITION OF KEY WORDS INSTEAD OF  
PRONOUNS

VERBS ARE BETTER THAN NOUNS

SHORT PHRASES + PAUSES = EMPHASIS

ACTIVE FORMS ARE BETTER THAN  
PASSIVE VOICE





**Please present your paper next week**

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First of all thank you very much for coming here today. My name's Esther Kritz and I am currently doing research into psycholinguistics at Manchester University. I'd like to show you what I think are some incredible results that I got while ...

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