

SIMPLICITY

Elsevier [1]:

*Eliminate “noise words”. Read your text carefully. Remove words and phrases that do not convey information that relates to your point. **For example, “it should be noted that the insertion” can be said more simply “the insertion...”***

Springer [2]:

When writing your manuscript, be as brief as possible without omitting essential details. A common mistake that authors make is trying to include too much information in their sentences. When sentences are long, most readers will have to read the sentence at least twice to understand the presented ideas.

Your readers, like you, are busy and want to find the relevant information quickly and efficiently. To improve the readability of your writing, use short sentences. This can be achieved by presenting only one idea per sentence and limiting the sentence length to a maximum of 20–25 words.

Springer [2] also suggests writing SIMPLY:

*Keep it simple! Simple language is usually clearer; it is more precise and concise than complex language. **Many authors incorrectly assume that they should use complicated language as they are often describing something that is sophisticated, when in fact it can confuse the reader and weaken your message.***

Nature [3]:

*To reach their goal, **papers must aim to inform, not impress. They must be highly readable — that is, clear, accurate, and concise.** They are more likely to be cited by other scientists if they are helpful rather than cryptic or self-centred.*

Science [4]:

Write concisely (e.g., “even though,” not “in spite of the fact that”).

An expert [5]:

Inexperienced writers often are unaware that wordiness is not a virtue. They repeat the important-sounding phrases they've read in other papers.

OWL Purdue Online Writing Lab (Purdue University) [6]:

*The goal of concise writing is to use the most effective words. Concise writing does not always have the fewest words, but it always uses the strongest ones. **Writers often fill sentences with weak or unnecessary words that can be deleted or replaced. Words and phrases should be deliberately chosen for the work they are doing. Like bad employees, words that don't accomplish enough should be fired.** When only the most effective words remain, writing will be far more concise and readable.*

And finally William Strunk Jr., professor of English [7]:

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not

that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, but that every word tell.

Duke University Scientific Writing Resource [8]:

*However, scientific writers sometimes needlessly inflate their writing in length and complexity in an effort to "sound scientific" or convey intelligence. **In truth, it takes a deeper understanding to explain a complex topic simply and succinctly. The best scientists can communicate complicated results to intelligent readers outside their field. Long, complex writing doesn't imply good science.***

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