

Style Guide

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The first requirement of *The Economist* is that it should be readily understandable. Clarity of writing usually follows clarity of thought. So think what you want to say, then say it as simply as possible. Keep in mind George Orwell's six elementary rules ("Politics and the English Language", 1946):

1. Never use a Metaphor, simile or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do (see Short words).
3. If it is possible to cut out a word, always cut it out (see Unnecessary words).
4. Never use the Passive where you can use the active.
5. Never use a foreign phrase, a scientific word or a Jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything outright barbarous (see Iconoclasm).

Read the full Style Guide introduction.

Readers are primarily interested in what you have to say. By the way in which you say it you may encourage them either to read on or to give up. If you want them to read on:

Do not be stuffy. "To write a genuine, familiar or truly English style", said Hazlitt, "is to write as anyone would speak in common conversation who had a thorough command or choice of words or who could discourse with ease, force and perspicuity setting aside all pedantic and oratorical flourishes."

Use the language of everyday speech, not that of spokesmen, lawyers or bureaucrats (so

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