

SPEAKING WITH ELOQUENCE (*WORKING WITH WORDS*)



- Write for the Ear not the Eye
- Use Short Words
- Don't Use Jargon
- Use Vivid Words
- Use Words Economically (less is more)
- Use Short Sentences
- Use Active, Not Passive, Voice
 - Active: The club elected George president
 - Passive: George was elected president by the club
- Use Rhetorical Devices