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decade, Clear and Simple as the Truth has guided readers to consider style not as an elegant accessory of effective prose but as its very heart. Francis-Noël Thomas and Mark Turner present writing as an intellectual activity, not a passive application of verbal skills.

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ed.)

Reviews 17 For more than a decade, Clear and Simple as the Truth has guided readers to consider style not as an elegant accessory of effective prose but as its very heart. Francis-Noël Thomas and Mark Turner present writing as an intellectual activity, not a passive application of verbal skills.

Clear and Simple as the Truth | Princeton University Press Clear and simple as the truth Writing is an intellectual activity, not a bundle of verbal skills. For classic style, successful presentation consists of aligning language with truth, and the test of this alignment is clarity and simplicity. Good

style is defined not by a set of techniques, but by an attitude toward writing.

Summary of Clear and Simple as the Truth, by Francis-Noël ...

For several years, NIH produced "Clear & Simple: Developing Effective Print Materials for Low-Literacy Audiences"

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which served as a trans-NIH resource dedicated to the subject of health literacy. "Clear & Simple" outlines a process for developing communications materials for people with limited-literacy skills.

Clear & Simple | National Institutes of Health (NIH)

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