



22 January 2013

STYLE TIPS

DO



Be SUCCINCT

EU initiatives to protect people from dangerous chemicals. ✓

DON'T



DON'T be wordy

EU initiatives aimed at protecting human health from the risks which may be caused by dangerous chemical substances. ✗

Use EVERYDAY WORDS (write like you speak)

training ✓

DON'T use jargon

human competency building ✗

Use CONCRETE words

jobs ✓

DON'T use abstract language

employment opportunities ✗

Watch out for FAUX AMIS

planned for 2020 ✓

DON'T reproduce 'franglais'

foreseen for 2020 ✗

Avoid ACRONYMS

If you must use them, write the name out in full the first time. You may be able to avoid using the acronym altogether by using terms such as 'the fund', 'the committee'.

ESF, EFSM, EMU, ESC, ERA...zzzz! ✗

Use VERBS

Since Poland joined the EU ✓

DON'T use nouns

Since the accession of Poland to the EU ✗

Use verbs in the ACTIVE voice

Travellers must supply proof of identity ✓

DON'T use the passive

Proof of identity must be supplied ✗

Official titles – be discerning. 'Vice-president', for instance, may sound bizarre to an outsider. And it may not be necessary to use all elements of a Commissioner's portfolio – just use the policy area(s) relevant to the story and give the full title in *Background*.