write.

good.

www.essex.ac.uk/ldev/microfiction
The principles of write.good.

**Economy**
Any big idea can be communicated in a single sentence.

**Clarity**
Key ideas should be clear before proper writing begins.

**Confidence**
Clarifying an idea increases confidence in it.

**Control**
Prioritise command over your sentences and the rest will follow.

**Conviction**
Tell the reader your idea straightaway. Then convince him.

**Explicitness**
Ideas should be explicit. Buried ideas are easily missed.

**Editing**
Writing can always be better and shorter and smarter.

**Creativity**
The best academic thinking is creative.

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