University of Essex

write. good.

www.essex.ac.uk/students/study-resources/tdc

write.
good.

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.