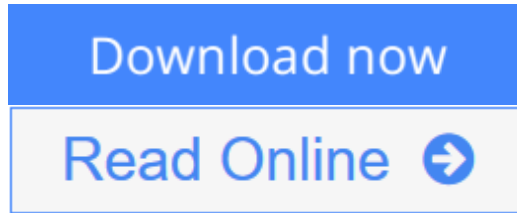




The Banned List

By John Rentoul



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A manifesto for clear writing and an indictment of the damage done to the English language by the use of jargon

John Rentoul examines how poor writing and a reliance on jargon have damaged our ability to communicate with each other and makes the case for the use of clear English. He addresses the verbification of nouns, the use of waffle to pad out a simple statement, and the importing of business jargon into everyday situations. Unashamedly polemical in tone, his essay condemning contemporary linguistic atrocities is the perfect read for anyone who has ever had the misfortune to read a public policy report on key deliverables or a newspaper article about the latest game-changer.

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