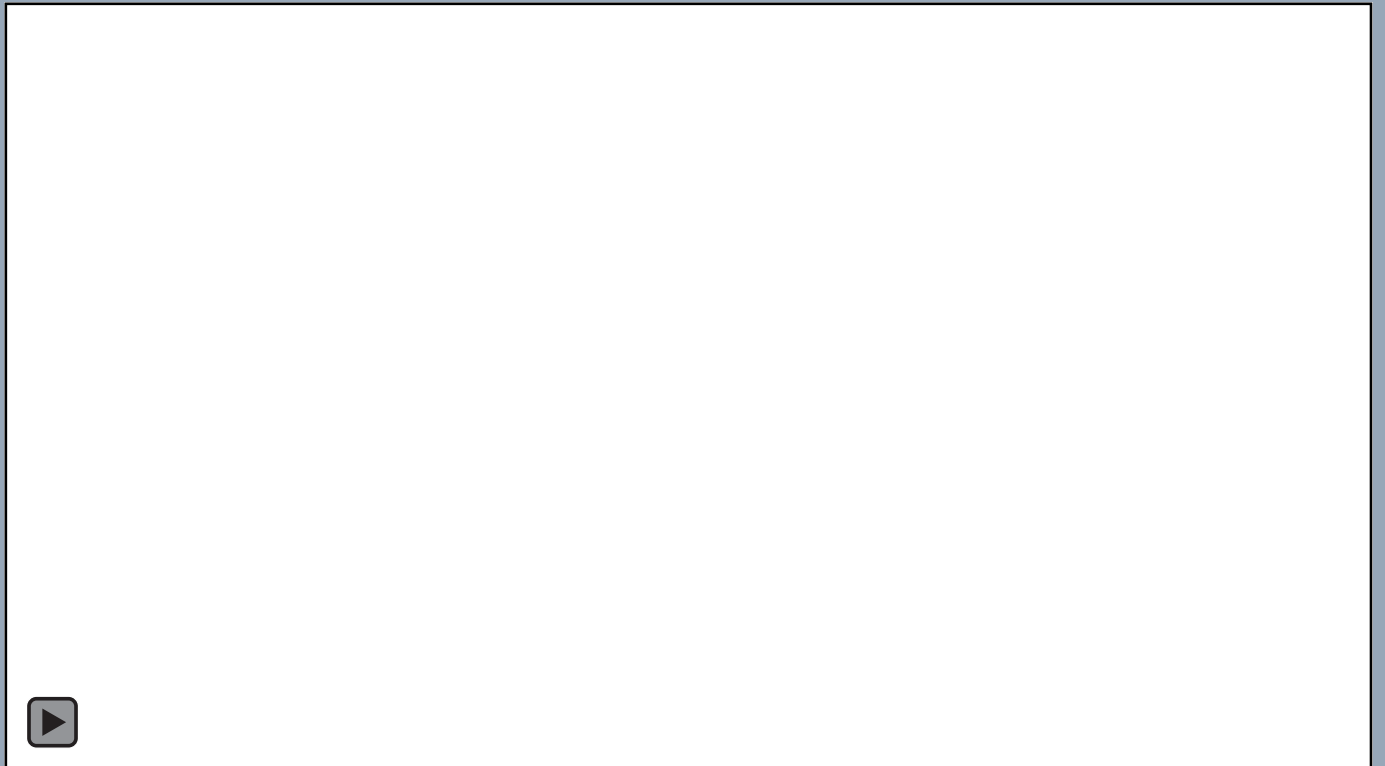


Readability (Writing)

Dan Wixted

Cornell Cooperative
Extension

Pesticide Safety
Education Program



Know Your Audience

We will issue to Maxim Group LLC, the representative of the several underwriters, or the Representative, upon the closing of this offering, compensation warrants, or the representative's warrants, entitling the Representative to purchase shares of common stock, representing 5.0% of the aggregate number of shares of common stock issued in this offering, including any shares issued pursuant to the exercise of the underwriters' over-allotment option, at an exercise price per share equal to 115% of the initial public offering price per share. The representative's warrants may be exercised on a cash or cashless basis.

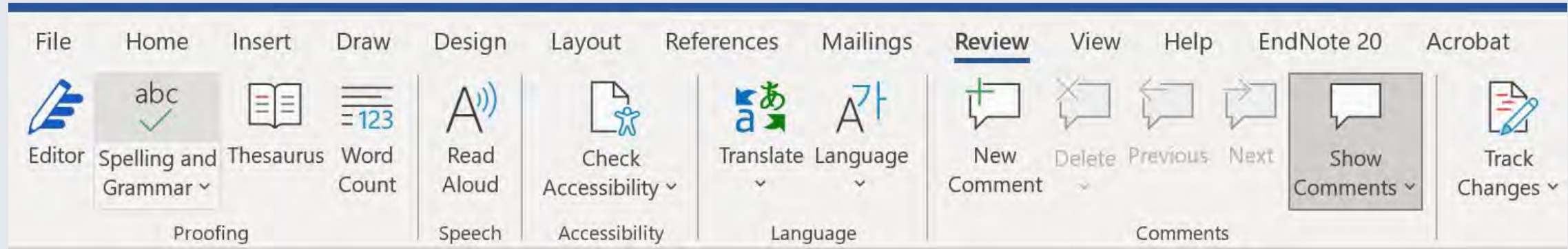
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

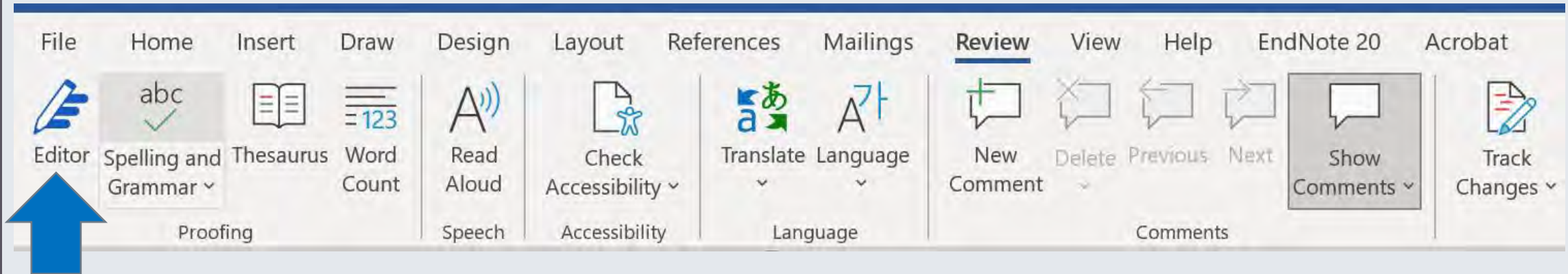
There are no criteria or provisions set forth in FIFRA defining the practice of a non-certified person engaged in the application of pesticides while under the direct supervision of a certified pesticide applicator. Many states have defined this activity by statute, regulation, or policy, and some states have established certain limits with regard to the direct supervision of pesticide applications. The criteria or requirements defining direct supervision differ substantially among states. CTAG surveyed pesticide regulatory programs to determine, in the programs where direct supervision of pesticide applications is not prohibited, the scope and criteria defining the direct supervision of non-licensed/non-certified pesticide applicators by licensed/certified pesticide applicators. While the results of the survey indicate a variety of interpretations of direct supervision, there were some noteworthy trends among the responses of the participating 46 state programs.

FIFRA defines “under the direct supervision of a certified applicator,” but provides little guidance on what is needed to comply with it. CTAG surveyed state lead agencies as to whether and how they define and/or place limits on this practice. Responses from 46 states varied greatly, but showed some noteworthy trends.

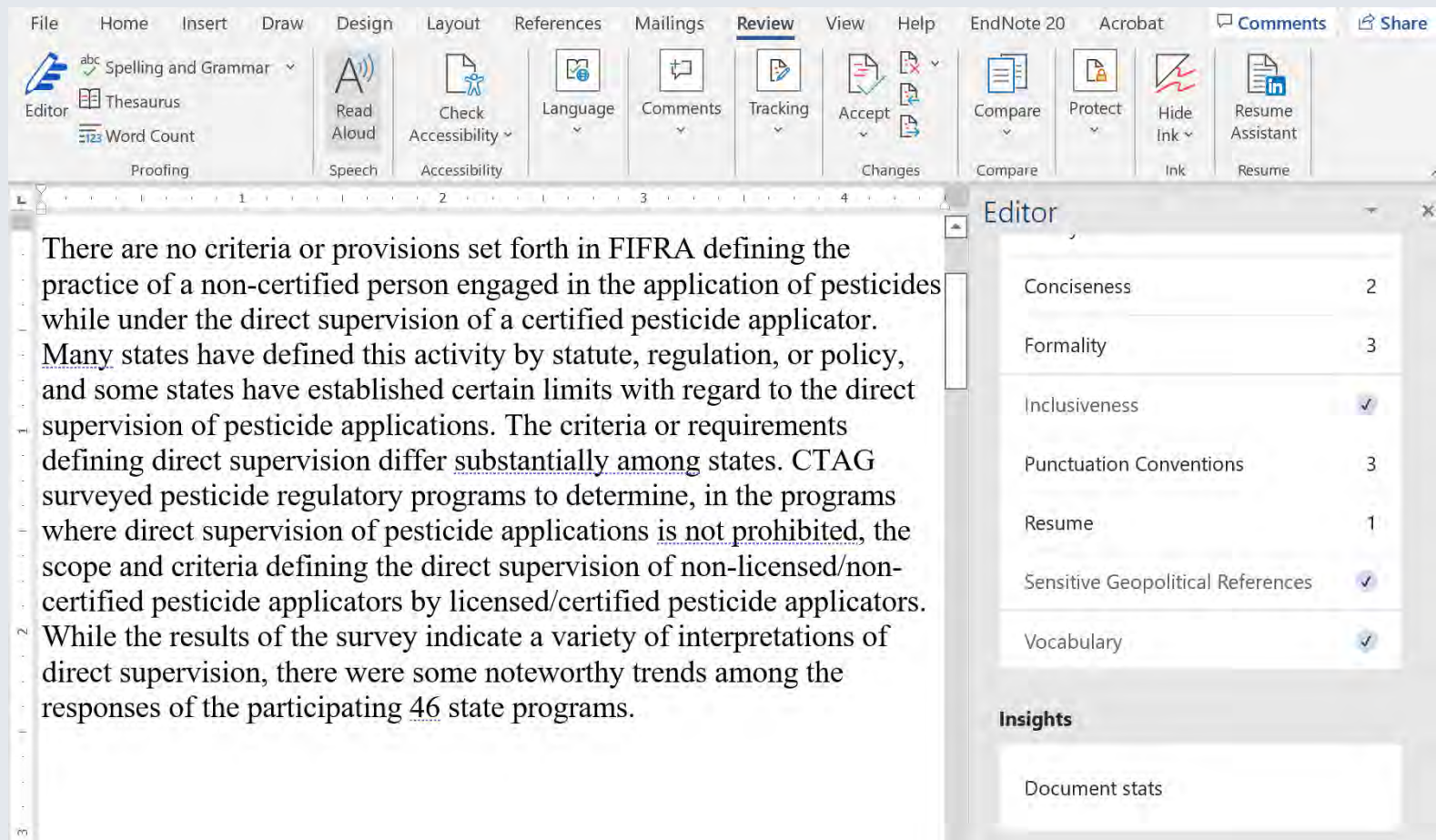
Readability: Statistics



Readability: Statistics



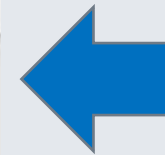
Readability: Statistics



The screenshot shows the Microsoft Word interface with the 'Review' tab selected. The 'Editor' pane is open on the right side, displaying readability statistics for the selected text. The statistics are as follows:

Metric	Score	Status
Conciseness	2	
Formality	3	
Inclusiveness		✓
Punctuation Conventions	3	
Resume	1	
Sensitive Geopolitical References		✓
Vocabulary		✓

Below the statistics, there is an 'Insights' section with a 'Document stats' button.



Readability: Statistics

The screenshot shows the Microsoft Word interface with the Readability Statistics pane open. The main document text is as follows:

There are no criteria or provisions set forth in FIFRA defining the practice of a non-certified person engaged in the application of pesticides while under the direct supervision of a certified pesticide applicator. Many states have defined this activity by statute, regulation, or policy, and some states have established certain limits with regard to the direct supervision of pesticide applications. The criteria or requirements defining direct supervision differ substantially among states. CTAG surveyed pesticide regulatory programs to determine, in the programs where direct supervision of pesticide applications is not prohibited, the scope and criteria defining the direct supervision of non-licensed/non-certified pesticide applicators by licensed/certified pesticide applicators. While the results of the survey indicate a variety of interpretations of direct supervision, there were some noteworthy trends among the responses of the participating 46 state programs.

The Readability Statistics pane on the right shows the following data:

Category	Score
Conciseness	2
Formality	3
Inclusiveness	✓
Punctuation Conventions	3
Resume	1
Sensitive Geopolitical References	✓
Vocabulary	✓

Below the statistics, there is an 'Insights' section with a 'Document stats' button. A blue arrow points to this button.

Readability: Statistics

Readability Statistics		?	×
Counts			
Words		136	
Characters		844	
Paragraphs		1	
Sentences		5	
Averages			
Sentences per Paragraph		5.0	
Words per Sentence		27.2	
Characters per Word		6.1	
Readability			
Flesch Reading Ease		1.9	
Flesch-Kincaid Grade Level		19.7	

Counts

Words	136
-------	-----

Sentences	5
-----------	---

Averages

Sentences per Paragraph	5
-------------------------	---

Words per Sentence	27.2
--------------------	------

Characters per Word	6.1
---------------------	-----

Readability

Flesch Reading Ease	1.9
---------------------	-----

Flesch-Kincaid Grade Level	19.7
----------------------------	------

	Original	Revised
Counts		
Words	136	52
Sentences	5	3
Averages		
Sentences per Paragraph	5	3
Words per Sentence	27.2	17.3
Characters per Word	6.1	5.0
Readability		
Flesch Reading Ease	1.9	52.5
Flesch-Kincaid Grade Level	19.7	10.2

Emphasis on Simplicity

~~Emphasis on Simplicity~~

Keep It Simple

Avoid “Nouning” Verbs

Aka “nominalization” or “smothered verbs”

Greatest barriers to comprehending what you read:

1: Difficult vocabulary

2: “Nouning” of verbs

Avoid “Nouning” Verbs

“Pesticide waste minimization and disposal practices”

Avoid “Nouning” Verbs

“Pesticide waste minimization and disposal practices”

VS

“How to reduce and dispose of pesticide waste”

Avoid “Nouning” Verbs

“Pesticide waste minimization and disposal practices”

VS

“How to reduce and dispose of pesticide waste”

Avoid “Nouning” Verbs

“The leaching of pesticides through soil can result in contamination of groundwater.”

VS

“Pesticides that leach through soil can contaminate groundwater.”

Avoid “Nouning” Verbs

“The leaching of pesticides through soil can result in contamination of groundwater.”

VS

“Pesticides that leach through soil can contaminate groundwater.”

Passive Sense vs Active Sense

Passive Sense

Subject is acted upon rather than acting itself

Typically requires use of some form of “to be”

Often uses more words with reader uninvolved

Passive Sense: Example

“The spray tank should be filled halfway with water before pesticide is added.”

Active Sense

Subject performs the action

Typically uses fewer and shorter words

Reader visualizes themselves performing the action

Active Sense: Example

“Fill the spray tank halfway with water before you add pesticide.”

Use Active Sense

Passive: The spray tank should be filled halfway with water before pesticide is added.

Active: Fill the spray tank halfway with water before you add pesticide.

Use Active Sense

Passive: Nontarget plants can be damaged by drift. (Implies problem is with the nontarget plants.)

Use Active Sense

Passive: Nontarget plants can be damaged by drift. (Implies problem is with the nontarget plants.)

Active: Drift can damage nontarget plants. (Makes it clear drift is the problem.)

Use Active Sense: Write Like You Talk

“We’ll break for lunch after the next presentation.”

Not

“A break for lunch will be taken by us after the next presentation.”

Passive Sense Can Be OK at Times

“You can be fined if you apply pesticides without a license.”

VS

“The Department of Agriculture can fine you if you apply pesticides without a license.”

Wordiness

Wordiness

Select a coarse spray in order to reduce drift.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

The caterpillar is green in color.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

The caterpillar is green ~~in color~~.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

The caterpillar is green ~~in color~~.

Gravid females lay eggs in clusters.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

The caterpillar is green ~~in color~~.

~~Gravid~~ Females lay eggs in clusters.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

The caterpillar is green ~~in color~~.

~~Gravid~~ Females lay eggs in clusters.

Adults are about 1 inch long in length.

Wordiness

Select a coarse spray ~~in order to~~ reduce drift.

The caterpillar is green ~~in color~~.

~~Gravid~~ Females lay eggs in clusters.

Adults are about 1 inch long ~~in length~~.

Punctuation

Punctuation

Man's laughter

Manslaughter

PUNCTUATION



Terry says this:

“I only drive red cars and trucks.”

A



A



B



Punctuation

Lindane may be used to treat:

- Animals for mange and lice;
- Balsam fir, white pine and spruce Christmas trees grown in plantations for weevils;
- Residential landscapes.

Punctuation


--Balsam fir, white pine and spruce Christmas trees grown in plantations for weevils;

Punctuation

--Balsam fir, white pine, and spruce Christmas trees grown in plantations for weevils;

The Oxford Comma

--Balsam fir, white pine, and spruce Christmas trees grown in plantations for weevils;



The \$5M Oxford Comma

Maine Dairy Drivers Settle Overtime Case That Hinged On An Absent Comma

February 8, 2018 · 10:11 PM ET



Richard Gonzales

The \$5M Oxford Comma

State law says people performing these duties do NOT get overtime:

“The processing, preserving, marketing, storing, packing for shipment or distribution of perishable foods.”

The \$5M Oxford Comma

Federal court ruled that among the duties that make you ineligible for overtime are:

“The processing, preserving, marketing, storing, packing for shipment or distribution of perishable foods.”

The \$5M Oxford Comma

Appeals court ruled they DO get overtime because they are NOT involved in this duty:
“The processing, preserving, marketing, storing, packing for shipment or distribution of perishable foods.”

The Oxford Comma

Herbicides, insecticides and fungicides are all pesticides.

The Oxford Comma

“To my parents, Ayn Rand and God.”

Reasons to Use the Oxford Comma

Prevents ambiguity you might not see

Minimal effort: 1/4 of a second out of your life

Makes your writing more accessible

More Fun with Commas

The Oxford comma comes after the second-to-last item in a series of three or more items.

But some phrases that look like a series of three or more items may or may not be.

More Fun with Commas

Fred hired Wilma, a maid and a cook.

Q: How many people did Fred hire?

More Fun with Commas

Fred hired Wilma, a maid and a cook.

Q: How many people did Fred hire?

A1: 3

A2: 1: Wilma, who is both a maid and a cook

More Fun with Commas

Fred hired Wilma, a maid, and a cook.

Q: How many people did Fred hire?

More Fun with Commas

Fred hired Wilma, a maid, and a cook.

Q: How many people did Fred hire?

A1: 3

A2: 2: Wilma, who is a maid, and a cook

More Fun with Commas (& em dashes)

How many people did Fred hire?

If 1: Fred hired Wilma—a maid and a cook.

If 2: Fred hired Wilma—a maid—and a cook.

If 3: Fred hired a maid, a cook, and Wilma.

Become a Better Writer

Get a review from your university writing lab

Take short courses on grammar, writing, etc.

Practice good writing

Become a Better Writer

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Practice good writing

Every e-mail you write is a chance to practice

Become a Better Writer

