

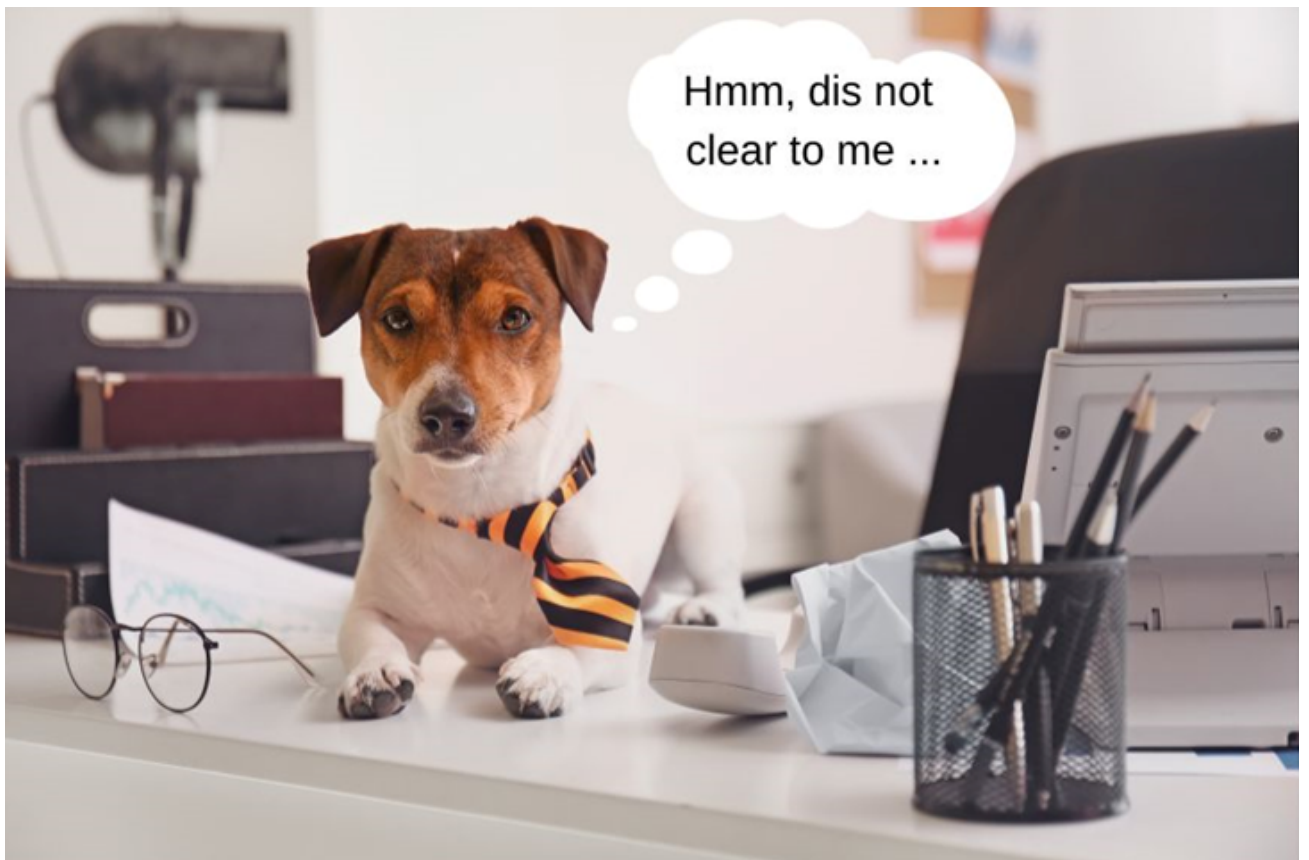
WRITING CLEARLY

WHAT'S INSIDE

- Below you'll find seven examples of unclear writing
- Work out why it's unclear.
- Make it better

Example 1

“The evidence presented in support of the effectiveness ice cream eating provides against negative mental imagery is strong as it attests to the need and overall benefits of positivity.”



Example 2

“They found that ice cream leads to happier moods (Cakebatter, 2010; Cookies & Cream, 2011; Oreo, 2012)”

Example 3

“Recent studies, including; Vanilla & Chocolate (2016), Strawberry (2021) and Pistachio et al. (2022) have all conducted research within the last 10 years, relating to eating ice cream and the application of psychological mechanisms.”

Example 4

“A recent study conducted by John Brusselsprouts et al. published in the Journal of Amazing Discoveries (2023) investigated eating vegetables as a protective factor against the psychological impact of Covid-19 pandemic and the impact this had on junk food eating.”

Example 5

“A study conducted by Robbins et al. (2003) discovered that individuals with strong taste buds develop a deeper interest in eating ice cream (Robbins et al., 2003).”

Example 6

“These findings were also replicated in a study conducted by Creamy (1973), where hungry individuals approached trying new flavours more willingly and positively which resulted in higher positivity ratings as compared to students with normal appetites who place minimal effort towards trying new foods.”

Example 7

“For example, a study conducted on high school students in Vietnam found that students who were intrinsically motivated corresponded with little to no desire to eat ice cream during the school year whereas individuals who were extrinsically motivated responded with the highest rate of eating ice cream (Bean et al., 2013).”