

From...

The Public Relations Practitioner's Playbook

A Synergized* Approach to Effective Two-Way Communication

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*** (The whole works better than any one of its parts)**

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Why use several words when one will do? Using words to impress rather than communicate can prevent a goal from being reached.

<u>Why Use This?</u>	<u>When This Will Do</u>
in the near future	Soon
utilization	Use
in order to	To
For a period of three months	for three months
For the purpose of	To
factual information	Facts
at the present time	Now
basic fundamentals	Basics
in the vicinity of	Near
approximately	About
on the part of	By
many in number	Many
a majority of	Most
consensus of opinion	Consensus
bring to an end	End
ask the question	Ask
Take a negative position	Oppose
for the purpose of	for
by means of	by; with
Due to the fact that	Because
for the simple reason	Because
excessive verbiage	Verbiage
with the result that	So
with the exception of	Except
subsequent to	After
prior to the start of	Before
at this point in time	Now
in the event that	If
on a few occasions	Occasionally

Below are some overwork longer words. Next to each is a shorter or simpler word or phrase that often serves as a good substitute.

<u>Why Use This?</u>	<u>When This Will Do</u>
accumulate	gather
acquaint	tell
additional	added
aggregate	total
ameliorate	improve
anticipate	foresee
apparent	clear
assistance	aid
cognizance	knowledge
commence	begin
commitment	promise
compensation	pay
construct	build
contribute	give
demonstrate	show
encounter	meet
endeavor	try
equivalent	equal
expedite	hasten
explicit	plain
facilitate	make easy
initial	first
initiate	begin
locality	place
maintenance	upkeep
materialize	appear
modification	change
objective	aim
obligate	bind
obligation	debt
occasion	cause
optimum	best
participate	take part

proceed		go
<u>Why Use This?</u>		<u>When This Will Do</u>
purchase		buy
subsequent		next, later
sufficient		enough
terminated		ended
transmit		send
utilization		use
voluminous		bulky