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### **Grammar & Style: Emphasis**

(Adapted from Joseph Williams' and Joseph Bizup's  
*Style: The Basics of Clarity and Grace*, 5<sup>th</sup> ed.  
"Lesson 5: Emphasis")

#### Williams' Principles of Emphasis

- #1: Move from less to more complex grammar within a sentence; end (rather than begin) with long and complex phrases and clauses.
- #2: Move from simpler, familiar information to new, more complex information (for example, introducing a new term or concept).
- #3: End sentences with words/ideas that deserve emphasis.

#### Williams' Suggestions for Revision

- #1: Trim the end. Look for clunky phrasing, repetition, too many prepositional phrases, and revise to simplify.
- #2: Shift peripheral ideas to the left part of the sentence to avoid ending on placeholding words/phrases or relatively less important information.
- #3: Shift new information to the right part of the sentence so that new information receives emphasis.

**Practice:** Read your paper out loud to identify sentences that could be revised for emphasis. Use the above suggestions for revision to rewrite the sentences.