Six Rules for Good Writing

'FROM POLITICS & THE ENGLISH LANGUAGE', GEORGE ORWELL, 1946

i)   Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.

ii)   Never use a long word where a short one will do.

iii)   If it is possible to cut a word out, always cut it out.

iv)   Never use the passive where you can use the active.

v)   Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.

vi)   Break any of these rules sooner than say anything outright barbarous.