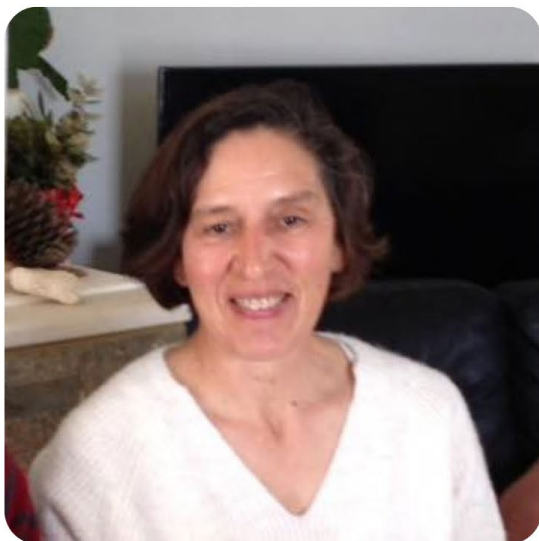


METM21 ONLINE



**Chopping: in search of better texts –
wrestling with Hemingway and
Grammarly to improve style**

Allison Wright

Starting at 16:15 CEST #METM21



CHOPPING:

In search of better texts

– wrestling with Hemingway and Grammarly to improve style



Axing is Taxing

- Economy of action when tweaking your text
- Use a tool and save your muscle power for the harder stuff.



Style

- Nebulous
- Subjective
- Mutable



Aims

- Improve readability
- Ensure understanding
- Scannability – hidden marketing motives – prevent users from clicking away
- Engage your reader





Metrics

- Language is full of attempts to impose hard metrics on a wriggly subject – like our tapeworm sentences.
- Cooperation by all concerned results in a better outcome.
- A hatchet is useful





BoldItalicH1H2H3QuoteBulletsNumbersLink

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your text with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

WriteEdit

Hemingway Editor

Readability

Grade 6

Good

Words: 133

Show More

2 adverbs, meeting the goal of 2 or fewer.

1 use of passive voice, meeting the goal of 2 or fewer.

1 phrase has a simpler alternative.

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

7



Hemingway Metrics

- Readability is graded on a scale of 0 to 16. Grade 14 and above are labelled Postgraduate.
- The average American reads at Grade 8 level (students aged 13–14 years)
- Content platforms recommend Grade 9 or below.
- Colour-coded Grading is based on
 - Number of adverbs
 - Use of the passive voice
 - Phrases that have a simpler alternative
 - Sentence being hard to read
 - Sentences being very hard to read
- Other hidden elements such as vocabulary choice, word length.

General principle: Shorter is sweeter.



Write Edit

Hemingway Editor

Readability

Grade 11
OK. Aim for 9.

Words: **136**
Show More ▼

0 adverbs. Well done.

0 uses of passive voice. Nice work.

0 phrases have simpler alternatives.

0 of 8 sentences are hard to read.

4 of 8 sentences are very hard to read.

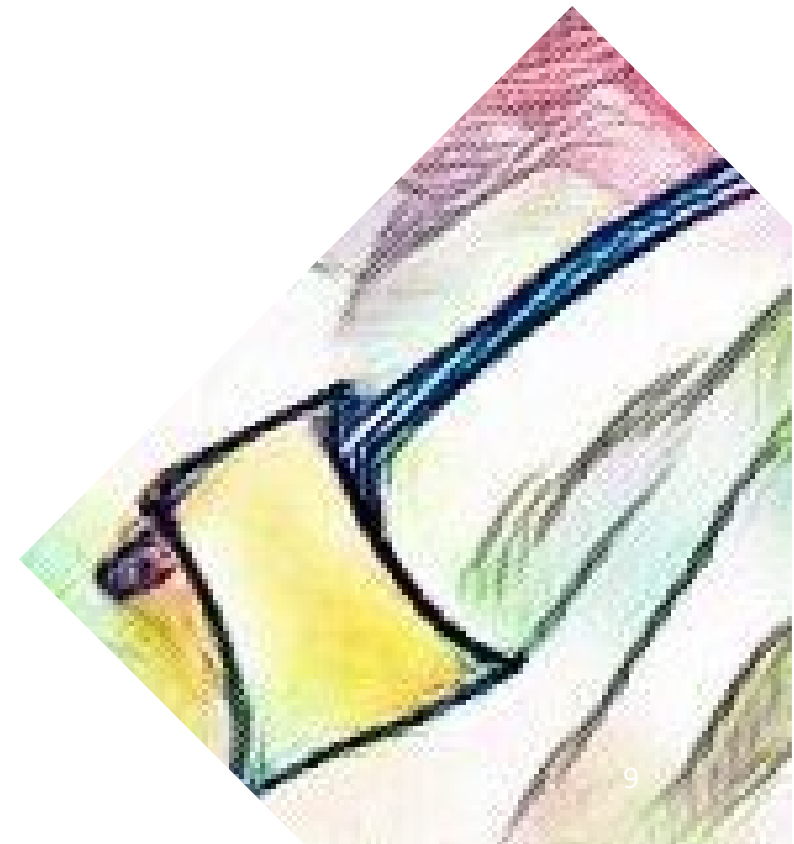


Yes, but

I like verbs in general and
adverbs in particular.



©2015 Allison Wright.





Example

After

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

In its comprehensive Supply Chain Survey, Deloitte revealed that 79% of supply chain leaders have a significantly above-average revenue growth. Some 69% of those surveyed also had an above-average EBIT margin. The report was published in 2014, yet when read in conjunction with its 2019 Supply Chain Digital and Analytics Survey, provides compelling arguments for multi-level strategies in supply chain management in manufacturing.

(Grade 16, 63 words)

Before

The Deloitte Supply Chain Survey revealed above-average revenue growth for 79% of supply chain leaders. Some 69% of those surveyed also had an above-average EBIT margin. Published in 2014, the report's insights still hold true today.

We encourage you to read it together with its 2019 Supply Chain Digital and Analytics Survey. They both provide compelling arguments for multi-level strategies in supply chain management.

(Grade 10, 64 words)



Grammarly Metrics

- Inside Grammarly's algorithm you'll find:
 - traces of the souls of all your former language teachers
 - grammar police zombies.
- Choice of English variant
- It checks everything that Hemingway does, but offers a lot more.
- Running commentary down the right margin of your text, with colour coded lines showing possible areas of improvement.



File Home Insert Draw Design Layout References Mailings View Review Add-ins Developer Help Grammarly Acrobat Share Comments

Close Grammarly Adjust Goals All Issues 184 Correctness 156 Clarity 27 Engagement Delivery 46 Deactivated Suggestions Plagiarism Get Expert Writing Help Style Guide Log Out Settings About Support

Grammarly Goals Checks Tools Business Settings Help

2 1 1 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 17 18

Fooking Kitten Chronicles - Day 6

There is nothing like a mystery to introduce interesting possibilities for twists in a plot. Today, there was neither sight nor sound of the fooking kittens from dawn till dusk. Not even the adventurous Slomo.

I banged about in the shed (right near the lair) a good deal after my digging at dusk session last night. They might have thought the sky was falling, as a result.

Coincidentally, it turns out, this was precisely the advice my mother gave me as a means to deter the creatures to such an extent that they might leave my back yard of their own accord. She has been a disliker of cats of herself since before I was born, from what I can gather, and so has a few tricks up her sleeve, the details of which I shall keep to myself out of respect for all my cat-loving friends.

Well wasn't I in a fine fettle when I first stepped outside this morning and saw a sleek black tom cat - a stranger to me, I might add - prowling about the shed! I told it to leave forthwith, which it did with haste. It turns out that banging the padlock of the cistern against the metal lid it secures makes a helluva racket too. Using the hammer to beat my drum works even better.

Grammarly

- , this · Correct the comma splice
- back yard · Correct your spelling
- Well · Add a comma
- a fine · Remove the article
- tom cat · Correct your spelling

CLARITY

forthwith →

immediately instantly

Even a *knowledgeable audience* may be unfamiliar with the word *forthwith*.

184 All issues

Page 1 of 19 4271 words Portuguese (Portugal) Accessibility: Investigate Focus 120%

- 
- Writer and translator, Lydia Davis, often cited as the person who came up with the idea of flash fiction, and winner of the Man Booker Prize in 2013, was praised by the New Yorker for her “lucidity, aphoristic brevity, formal originality, sly comedy, metaphysical bleakness, philosophical pressure, and human wisdom.”

Typically her stories run for between three and four pages. But many are as brief as a paragraph, or a sentence.

- She has tips for writing:

“Revise *notes* **constantly**—try to develop the ability to read

them as though you had never seen them before, to see how well they communicate.

Constant revision, *whether or not you’re going to “do” anything with what you’ve written, also* **teaches you to write better in the first place, when you first write something down.”**

This is something that we instinctively know.

How do you chop, yet retain your style?





- ✍️ Translate or write first, get your ideas formulated
- ✍️ Hemingway & Grammarly both check as you type or dictate. This can be distracting.
- ✍️ Do the bulk of **checking** (Grammarly) and **chopping** (Hemingway) later.

WORKFLOWS



1

- Write Draft 1:
- Get rid of typos – Grammarly provides red non-wiggly lines for spelling and grammatical errors.
- Read through for sense
- Do some chopping here if you want, unaided by the machines

2

- Copy and paste your text into Google Docs — for a change of scene — and see what Grammarly comes up with.
- Always use your original Word document as the master and make changes there – copying from Hemingway into Word messes up line and paragraph spacing

3

TIPS for copying and pasting into Hemingway.

- Ctrl+A = Select All in Word.
- Ctrl +C
- In Hemingway: Ctrl A to Select All, then hit Delete – this “clears the slate” to give you an accurate grade on your latest version
- Ctrl + V = Paste in Hemingway





More on Step 3 in Hemingway

- Grade Level?
- You can always chop at least two digits from your Grade Level, e.g. 14 to 12, 12 to 10, 10 to 9, then 8, and so on.
- Tackle those sentences that are supposedly very hard to read.
 - Analyse them yourself and ask why they are difficult to read?
 - Long terms, like “logistics supply chain management”?
 - If a sentence is too long, consider getting rid of the subordinate clause.
 - Despite all advice to use them sparingly, I love conjunctions and subordinate clauses.
 - How many difficult-to-read-sentences can you get away with, without your readers zoning out? In an article of 500 words, say? Probably two.
- Rephrase sentences changing from the passive to the active voice wherever possible.
- Eliminate adverbs. Change “frequently” to “often” if you can.



More on Step 3 in Grammarly

- Refrain from swearing when Grammarly does not recognise a collective noun which does not require a definite or indefinite article, e.g., Society is complex.
Disruption is what drives innovation.
- Do not get into the weeds.
- Parenthetical commas are also a weak point of Grammarly.
- Consider whether parenthetical commas are necessary.
- Grammarly does not know best. You do.
- Grammarly is a tool to force you to examine what you have written.
- It helps you, over time, to identify your weak points.

Grammarly Gripes 1



XYZ Imprints sources garments from manufacturers who share its core values and produce good quality items.

Grammarly Gripes 2



Following fermentation, the wine goes into stainless steel tanks, where *batonnage* with a wooden pole is gentle, so as not to influence the wine too much. The wine is only released one year after bottling. A white with a subtle aroma, with citrus, fruity and mineral notes. On the palate it maintains the citrus style, with a well-marked acidity and saline notes that

• CORRECTNESS: GRAMMAR

Dangling modifier

The subordinate phrase *Following fermentation* does not appear to be modifying the subject *the wine*. Rewrite the sentence to avoid a dangling modifier.



CHOPPING ESSENTIALS:

- ➔ Figure out your own order of dealing with checking and chopping issues in Grammarly and Hemingway
- ➔ Follow the same method every time.

Questions from the Chat feed?





Sample Exercise: BEFORE
The Tough Go Chopping

The growth of artificial intelligence

Artificial intelligence (AI) is not one technology, but a collection of technologies such as advanced analytics, expert systems, neural networks and machine learning. Some form of AI is being used in a wide range of applications, most successfully those that are rules-based: driverless cars, targeted advertising, digital assistants, photo tagging, strategic games, medical diagnosis, and interpreting complex data. These are all very powerful tools, yet they all lack one thing (most!) humans have in abundance: common sense. The few machines that get close to passing the 'Turing Test' have done so through trickery and deception – the electronic equivalent of the conjurer's sleight-of-hand.

Excerpt from the PerfectIt blog post, Can Artificial Intelligence Ever Replace Human Copy-Editors?

7 November, 2017

https://intelligentediting.com/blog/can-artificial-intelligence-ever-replace-human-copy-editors/?utm_medium=email&utm_campaign=Previous%20Trial%207%20Will%20AI%20Replace%20Human%20Editors&utm_content=Previous%20Trial%207%20Will%20AI%20Replace%20Human%20Editors+CID_a8dad7984d1a48a01799d756ebfaaf3&utm_source=Campaign%20Monitor&utm_term=Heres%20why

PerfectIt interface showing a score of 94 and suggestions for wordiness and spelling/grammar.

You have a few wordy spots 94

TOP SUGGESTIONS - 4

- Fix spelling and grammar 1

Reduce wordiness 2 of 3

- Conciseness

that are

Learn more

PREDICTIONS

Sounds friendly

Hemingway Editor interface showing readability metrics.

Write Edit

Hemingway Editor

Readability

Grade 12

OK. Aim for 9.

Words: 108

Show More

- 1 adverb, meeting the goal of 1 or fewer.
- 0 uses of passive voice. Nice work.
- 2 phrases have simpler alternatives.
- 0 of 7 sentences are hard to read.
- 3 of 7 sentences are very hard to read.



Chopping in Progress





Bold Italic H1 H2 H3 Quote Bullets Numbers Link

The growth of artificial intelligence (AI)

AI combines several technologies to create expert systems that mimic human behaviour:

- advanced data analytics
- artificial neural networks
- machine learning






AI is most successful when used in rule-based applications found in:

- driverless cars
- targeted advertising
- digital assistants
- photo tagging
- strategic games
- medical diagnosis
- interpreting complex data

These are all very powerful tools, yet they all lack one thing most humans have: abundant common sense.


A few machines get close to passing the Turing Test. But they so through electronic sleight-of-hand. AI's artful trickery is deceptive, though. It has us believing that AI possesses understanding.




Here are a few ways to polish your writing 100

TOP SUGGESTIONS ▾



Looking good!

PREDICTIONS

 Sounds confident

Write Edit

Hemingway Editor

Readability

Grade 8
Good

Words: 101
Show More ▾

 0 adverbs. Well done.

 0 uses of passive voice. Nice work.

 0 phrases have simpler alternatives.

 0 of 18 sentences are hard to read.

 0 of 18 sentences are very hard to read.

AFTER CHOPPING

Sample Exercise: From Grade 12 to Grade 8





Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Work, as I noted in my book *Work Won't Love You Back*, has been getting worse for a while, with many people trapped in a rat race of zero-hours contracts, on-call shifts that never materialise, juggling jobs and gig work, or facing stagnant wages as the rent continues to rise. Yet we are expected to grin and bear it, providing service with a smile or demonstrating our commitment by treating our workplace as a "family". The world of work, writes Phil Jones in *Work Without the Worker*, "is stretching into a vast and desolate hinterland of informality, temping, gigs and pseudowork, much of which – like workfare – is created simply for the sake of taming surplus populations".

It's not surprising, then, that there's renewed interest in the idea of shorter working hours – importantly, without a loss in pay. In particular one idea that was widely criticised when it appeared in the Labour party's 2019 manifesto has suddenly gained in popularity in western countries: the four-day working week. 😊 🔄



Your workshop exercise — let's go chopping!

Article entitled "The big idea: should we work less?" by Sarah Jaffe, writing for The Guardian, 11 October 2021

https://www.theguardian.com/books/2021/oct/11/should-we-work-less?utm_term=Autofeed&CMP=tw_t_gu&utm_medium&utm_source=Twitter#Echobox=1633937811

94

...



• Remove the comma
work,

• Correct your spelling
pseudowork

• Add a comma
particular

• Choose a synonym
idea

• Change preposition
in

• Conciseness



🔍 Learn more



PREDICTIONS

😊 Sounds joyful

Write

Edit

Hemingway
Editor

Readability

Post-graduate

Poor. Aim for 14.

Words: 170

Show More ▾

4 adverbs. Aim for 1 or fewer.

2 uses of passive voice. Cut to 1 or fewer.

0 phrases have simpler alternatives.

2 of 5 sentences are hard to read.

3 of 5 sentences are very hard to read.





One possible chopped version:

My book, *Work Won't Love You Back*, says it all. Work has been getting worse for a while. Many people feel trapped in a rat race of zero-hours contracts or wait for on-call shifts that never materialise. Some juggle jobs and gig work. Others face stagnant wages as their rent continues to rise. Yet, somehow, we must grin and bear it and provide service with a smile. We need to prove our commitment by treating our employers and workmates as a “family”.

In *Work Without the Worker*, Phil Jones says that the world of work “is stretching into a vast and desolate hinterland of informality”. It’s a landscape strewn with temping, gigs and pseudowork, like Workfare. Job creation for the sake of taming surplus populations is far too common.

So, renewed interest in shorter working hours – without a loss in pay – comes as no surprise. People across the board criticised one particular idea in the Labour party’s 2019 manifesto when it first appeared. Yet, in western countries now, it’s enjoying a sudden surge in popularity: the idea of a four-day working week.

Discussion from the Chat feed



Looking good!

PREDICTIONS

😊 Sounds joyful

Hemingway
Editor

Readability

Grade 6

Good

Words: 186

Show More ▾

0 adverbs. Well done.

0 uses of passive voice. Nice work.

1 phrase has a simpler alternative.

3 of 14 sentences are hard to read.

0 of 14 sentences are very hard to read.





Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Work, as I noted in my book *Work Won't Love You Back*, has been getting worse for a while, with many people trapped in a rat race of zero-hours contracts, on-call shifts that never materialise, juggling jobs and gig work, or facing stagnant wages as the rent continues to rise. Yet we are expected to grin and bear it, providing service with a smile or demonstrating our commitment by treating our workplace as a "family". The world of work, writes Phil Jones in *Work Without the Worker*, "is stretching into a vast and desolate hinterland of informality, temping, gigs and pseudowork, much of which – like workfare – is created simply for the sake of taming surplus populations".

It's not surprising, then, that there's renewed interest in the idea of shorter working hours – importantly, without a loss in pay. In particular one idea that was widely criticised when it appeared in the Labour party's 2019 manifesto has suddenly gained in popularity in western countries: the four-day working week. 😊 🌱

Article entitled "The big idea: should we work less?" by Sarah Jaffe, writing for The Guardian, 11 October 2021

https://www.theguardian.com/books/2021/oct/11/should-we-work-less?utm_term=Autofeed&CMP=twr_gu&utm_medium&utm_source=Twitter#Echobox=1633937811

One possible chopped version:

My book, *Work Won't Love You Back*, says it all. Work has been getting worse for a while. Many people feel trapped in a rat race of zero-hours contracts or wait for on-call shifts that never materialise.



Some juggle jobs and gig work. Others face stagnant wages as their rent continues to rise. Yet, somehow, we must grin and bear it and provide service with a smile. We need to prove our commitment by treating our employers and workmates as a "family".

In *Work Without the Worker*, Phil Jones says that the world of work "is stretching into a vast and desolate hinterland of informality". It's a landscape strewn with temping, gigs and pseudowork, like Workfare. Job creation for the sake of taming surplus populations is far too common.

So, renewed interest in shorter working hours – without a loss in pay – comes as no surprise. People across the board criticised one particular idea in the Labour party's 2019 manifesto when it first appeared. Yet, in western countries now, it's enjoying a sudden surge in popularity: the idea of a four-day working week. ●



THE CHOPPING CONCLUSION:

-  Producing quality texts consistently is a risky business.
-  Safety nets are essential – as is a well-honed editorial hatchet.

Thank you for your kind attention.



Time for Q&A.

METM21 ONLINE



UP NEXT Off-METM social programme

Pick 'n' mix

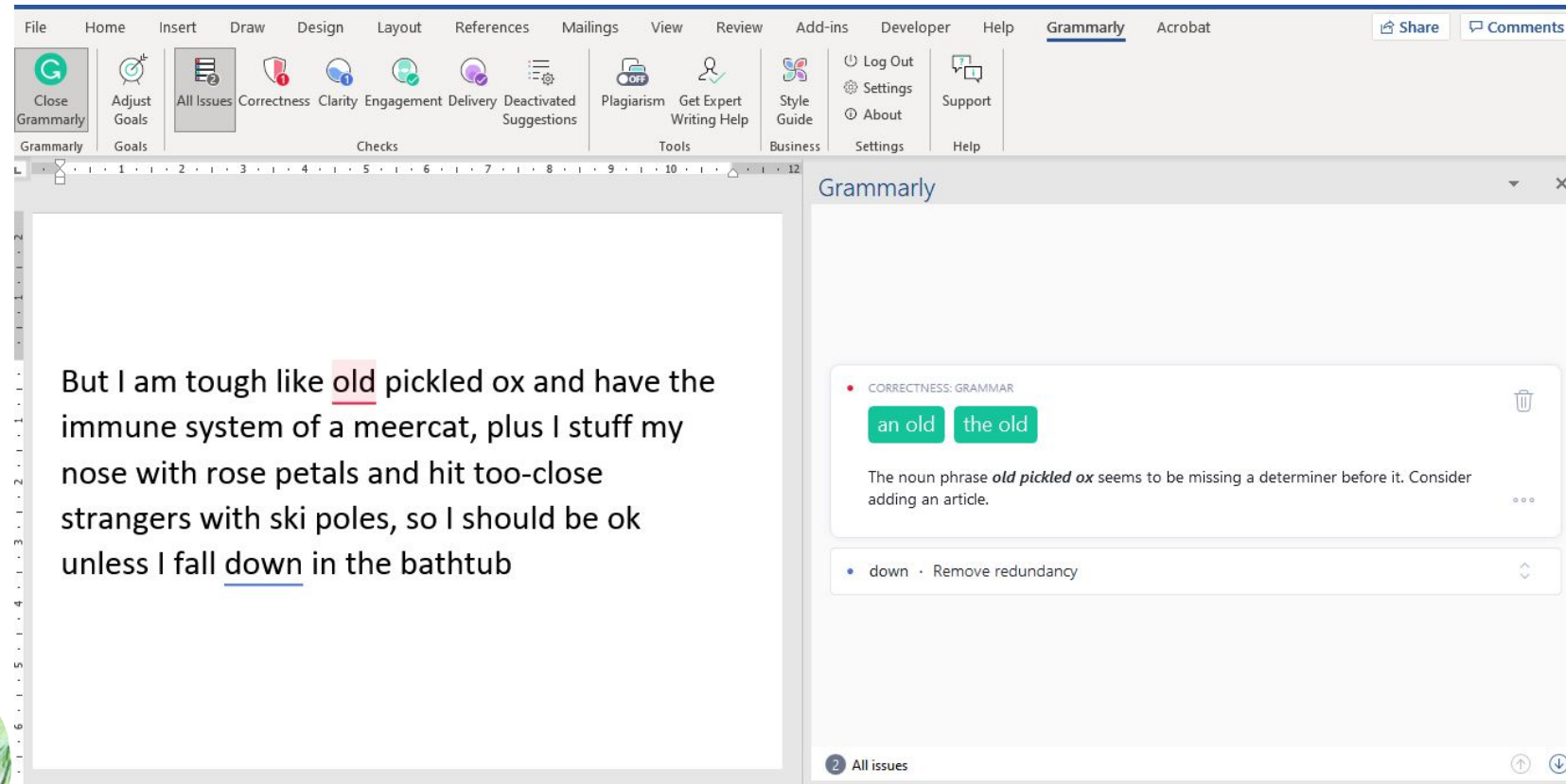
Starting at 18:15 CEST

Editors café

Starting at 19:20 CEST

Music by Ruth Simpson

OTHER STUFF: Grammarly on Margaret Atwood



File Home Insert Draw Design Layout References Mailings View Review Add-ins Developer Help Grammarly Acrobat Share Comments

Close Grammarly Adjust Goals All Issues Correctness Clarity Engagement Delivery Deactivated Suggestions Plagiarism Get Expert Writing Help Style Guide Log Out Settings About Support

Grammarly Goals Checks Tools Business Settings Help

But I am tough like old pickled ox and have the immune system of a meercat, plus I stuff my nose with rose petals and hit too-close strangers with ski poles, so I should be ok unless I fall down in the bathtub

Grammarly

• CORRECTNESS: GRAMMAR

an old the old

The noun phrase *old pickled ox* seems to be missing a determiner before it. Consider adding an article.

• down · Remove redundancy

2 All issues



OTHER STUFF:

Line length formula in Excel



	A	B
1		=LEN(A2)
2	Some juggle jobs and gig work.	31
3	Work has been getting worse for a while.	41
4	My book, <i>Work Won't Love You Back</i> , says it all.	48
5	Others face stagnant wages as their rent continues to rise.	60
6	Yet, somehow, we must grin and bear it and provide service with a smile.	73
7	It's a landscape strewn with temping, gigs and pseudowork, like Workfare.	74
8	Job creation for the sake of taming surplus populations is far too common.	74
9	We need to prove our commitment by treating our employers and workmates as a "family".	86
10	So, renewed interest in shorter working hours – without a loss in pay– comes as no surprise.	92
11	Yet, in western countries now, it's enjoying a sudden surge in popularity: the idea of a four-day working week.	111
12	Many people feel trapped in a rat race of zero-hours contracts or wait for on-call shifts that never materialise.	114
13	People across the board criticised one particular idea in the Labour party's 2019 manifesto when it first appeared.	116
14	In <i>Work Without the Worker</i> , Phil Jones says that the world of work "is stretching into a vast and desolate hinterland of informality".	134
15		1054
16		
17	It's not surprising, then, that there's renewed interest in the idea of shorter working hours – importantly, without a loss in pay.	132
18	Yet we are expected to grin and bear it, providing service with a smile or demonstrating our commitment by treating our workplace as a "family".	145
19	In particular one idea that was widely criticised when it appeared in the Labour party's 2019 manifesto has suddenly gained in popularity in western countries: the four-day working week.	186
20	The world of work, writes Phil Jones in <i>Work Without the Worker</i> , "is stretching into a vast and desolate hinterland of informality, temping, gigs and pseudowork, much of which – like workfare – is created simply for the sake of taming surplus populations".	256
21	Work, as I noted in my book <i>Work Won't Love You Back</i> , has been getting worse for a while, with many people trapped in a rat race of zero-hours contracts, on-call shifts that never materialise, juggling jobs and gig work, or facing stagnant wages as the rent continues to rise.	277
22		996

OTHER STUFF:



After



Innovation, Naval Group's must-win battle

© *Mer et Marine* - Vincent Groizeleau

by Vincent Groizeleau, French version (*Naval Group : innovation, le combat à ne pas perdre*) published online on 27 May 2019.

"In the defence industries, innovation is not a marketing ploy; it's about technological superiority in combat. The sort of superiority that wins wars and saves crews from death and injury." So said Hervé Guillou, Chairman and CEO of Naval Group, in his opening address at the fourth Naval Innovation Days seminar at the group's Lorient facility on 22 May. Since 2016, this annual event has brought together the group's governmental, industrial and academic partners to share the latest advances and program updates, present innovations, discuss future prospects and "plot together technological roadmaps meeting the needs of client navies".

A century of frigate construction

Before

Innovation, Naval Group's must-win battle

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by Vincent Groizeleau, French version (*Naval Group : innovation, le combat à ne pas perdre*) published online on 27 May 2019.

"In the defence industries, innovation is no marketing ploy; it's about technological superiority in combat. The sort of superiority that wins wars and keeps crews alive and well." Hervé Guillou, Chairman and CEO of Naval Group, was speaking at the fourth Naval Innovation Days seminar at the group's Lorient facility on 22 May. Naval Group's partners in government, industry and academic research have been attending this annual innovation hub event since 2016 to share the latest advances and program updates. Participants present innovations and discuss future prospects. They "get together to plot technology roadmaps that meet the needs of client navies".

A century of frigate construction

The event took place just a short walk from a shipbuilding dock constructed between 1913 and 1919. In January 1923, work began on the La Motte-Picquet in this very dock at the centre of the old Lorient naval shipyard. It was to be the first of three 8000-tonne cruisers that marked the French Navy's initial effort to modernise after WWI. The La Motte-Picquet was floated out in March 1924.

By kind permission of translator Steve Dyson.

Technical complexity



Hemingway
Editor

Readability

Grade 13

OK. Aim for 9.

Reading time: 00:11:32

Letters: 15237

Characters: 18562

Words: 2887

Sentences: 153

Paragraphs: 53

Show Less ▲

23 adverbs. Aim for 18 or fewer.

12 uses of passive voice, meeting the goal of 31 or fewer.

7 phrases have simpler alternatives.

32 of 153 sentences are hard to read.

61 of 153 sentences are very hard to read.

METM21 ONLINE



UP NEXT Off-METM social programme

Pick 'n' mix

Starting at 18:15 CEST

Editors café

Starting at 19:20 CEST

Music by Ruth Simpson