

### AVOIDING FIGURATIVE LANGUAGE

The use of figurative expression often refers to unintentional uses of metaphors, similes, and other rhetorical figures in language. Avoiding figurative expressions to maintain clarity is a must. Consider the following examples.

EX:

David strikes me as the graphic designer type (WORSE)

David seems like a person who might be a graphic designer (BETTER)

The book catches the reader's attention. (WORSE)

The book entices the reader (BETTER)

The technology was cutting edge. (WORSE)

The technology was very modern. (BETTER)