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Clear and Simple as the Truth: Writing Classic Prose ...

"Clear and Simple as the Truth," by Francis-Noël Thomas and Mark Turner, is a very fascinating book discussing the ins and outs of writing style, specifically focusing on the Classic Style of writing.

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Clear and Simple as the Truth occupies a niche of its own, as a kind of hybrid between books on writing such as The Elements of Style and The Reader over Your Shoulder, and more theoretical studies of representation, such as Mimesis. — Richard Preston, author of "American Steel".
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Clear and Simple as the Truth (2nd ed.)

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Clear and simple as the truth Writing is an intellectual activity, not a bundle of verbal skills. For classic style, successful presentation consists of aligning language with truth, and the test of this alignment is clarity and simplicity. Good style is defined not by a set of techniques, but by an attitude toward writing.

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For several years, NIH produced "Clear & Simple: Developing Effective Print Materials for Low-Literacy Audiences" which served as a trans-NIH resource dedicated to the subject of health literacy. "Clear & Simple" outlines a process for developing communications materials for people with limited-literacy skills.

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