INDEX

action verbs, 37, 43, 44, 45, 47, 50, 51, 58, 172
active construction, 5, 32, 35, 36, 37, 38, 39, 44, 47, 51, 58, 84, 173
actor, 39, 51, 56
Adams, Scott, 8, 191, 197
adjective clauses, 55
defining, 169
definition and use of, 183
non-defining, 169
punctuation, 184
use of that or which, 170
adjectives
function, 174
adjectives and adverbs, 174–5
adverb clauses
definition and use of, 182
punctuation, 182–3
adverbs
comparative form, 174
function, 174
superlative form, 175
Anglo-Saxon, 31, 32, 33, 41, 126
angular gyrus, 17, 153, 154
appositive
definition and use of, 180–1
appositive phrases
function, 180
arcuate fasciculus, 153
Aristotle, 2
Artificial Intelligence (AI), 6, 10, 11, 56, 76
Aspern Papers, The, 157
availability, 82
Baddeley, Alan, 140
Berbice Dutch, 39
Big Bang Beginnings, 110, 121, 122
bottom-up processing, 88, 89
Braille, 147, 154
Brannon, Lil, 5, 206
Broca, Pierre Paul, 151
Broca’s aphasia, 151, 159
Broca’s area, 151, 153, 159
cadence, 74, 142–63
transition, 143
California Penal Code, 7, 11, 190
Carroll, Lewis, 131, 153
causal, 46
causal transitions, 71, 72
causation, 22, 23, 35, 38, 43, 44, 51, 71. See cause and effect
cause and effect, 22, 29, 30, 35, 51, 82, 83, 84, 87, 89, 104, 106, 199, 213
case, 33
definition, 175
clauses, 176–82
definitions and uses of, 182–5
function, 175
major, 175, 176
minor, 176
types, 176
cognitive load, 17, 20, 63
cognitive overhead, 92
cognitive overload, 56, 63, 193
coherence, 85
common grammatical subjects, 82, 83
common wording
use in continuity, 82, 83
complex sentence, 145, 156
compound-complex sentence, 145
concision, 118–40
conclusion
sentence, paragraph, 115–40
consistent grammatical subjects, 84
consistent subjects, 78–82
construction
active, 5
passive, 5
continuity, 61–84, 87, 88, 89, 92, 107
dangling modifier, 176
Dead Zones, 99, 106
Denby, David, 13, 14, 19, 191
diffusion tensor imaging (DTIs), 16
Dilbert, 8, 14
document body, 108
document conclusion paragraphs, 115, 116
document head, 109, 110, 112, 114
components of, 110
length, 109
document structure, 108–10
Douay Bible, 139
Duala, 159

Eats, Shoots & Leaves, 14, 191
electroencephalograms (EEGs), 15, 17, 34, 43, 56
Elements of Style, 3
e-mail, viii, 86, 102, 133, 136
Emerson, Ralph Waldo, 69, 82

emphasis, 66, 67, 69, 84, 91, 114, 115
secondary, 80
emphasis position, 70. See emphasis
English, 31, 35, 120, 126, 127, 128, 130, 131
Erasmus, 129, 146
event related potentials (ERPs), 16
eye-tracking, 15, 68, 78, 82, 86, 96, 97
Flesch Reading Ease, 11, 12, 13, 191
Flesch–Kincaid, 11, 12, 13, 14, 191
FOG Index, 12, 13, 14, 191, 205
Fowler, H. W., 139, 146, 147
French, 15, 31, 35, 41, 120, 126, 127, 128, 130, 131, 139, 140, 196, 202
French doublets, 132
French, Norman, 131
French, Parisian, 131, 132
frequency effect, 82
front-loading, 99, 109
functional magnetic resource imaging (fMRI), 7, 16, 17, 34, 43, 208
functional words, 152, 159
garden path, 13, 19, 25, 56, 75, 179
Germanic words, 127
gerund phrase, 54, 55, 56
punctuation of, 179
gerunds, 54, 179
definition and use of, 179–80
function, 179
Gombrich, E. H., 24, 191
grammatical subject, 13, 14, 32, 37, 39, 42, 48, 51, 53, 54, 56, 57, 58, 72, 74, 79, 80, 83, 143, 145, 165, 179, 187
common, 79, 80, 81, 84
graphemes, 149
Grice, Paul, 122, 124

handling items in a series, 160–1
headline creating coherence, 95, 96
Hemingway, Ernest, 155, 156, 157
history of English, 120
history of the written word, 147
Hitchcock, Alfred, 89
Hyland, Ken, 134, 136

iconicity assumption, 22
inference building, 20. See inferential processing
inferential processing, 20, 21, 23, 24, 25, 26, 27, 28, 34, 35, 70, 76, 79, 82, 93, 95, 96, 105, 108
infinite phrase, 55
infinitives, 172
definition and use of, 181–2
interactive processing, 89, 114

“Jabberwocky,” 131, 153
James, Henry, 156, 157
Kahneman, Daniel, 81
Kansas City Star, 157
Keats, John, 94
klimax, 160, 162
Knoblauch, C. H., 5

Language Instinct, The, 38
language style matching, 162
Latin, 31, 32, 33, 35, 41, 74, 75, 126, 127, 128, 130, 131, 139, 140, 146, 148
lead, 96
lectio, 148
lexical processing, 25, 34, 35, 43, 44, 45, 46, 53, 70, 147, 149
light verbs, 45
lingual gyrus, 151
linguistic fossil, 128, 138
lists items in, 68–9
London Review of Books, 105
long sentences, 69–70, 91
macrostructure, 79, 103, 108, 109
magnetoencephalograms (MEGs), 16
major clauses, 33, 55, 75, 145, 165, 182
metadiscourse, 133–8
attitude markers, 134, 135, 137
boosters, 134, 135, 138
emphatics, 138
engagement markers, 134, 135, 137, 138
evidentials, 134, 135, 136, 137
frame markers, 134, 135, 137
hedges, 135, 136
hedging self-mention, 136
interactional, 134, 135
interactive, 134, 135
self-mentions, 134, 135, 136, 137, 138
self-reference, 135
throat-clearing, 138, 139
transitions, 135, 137
Middle Dutch, 130
Miller, George, 68
minor clauses, 33, 145, 165, 176, 182
misplaced modifiers, 177
*Modern English Usage*, 139, 146

negatives, 132–3
neuroplasticity, 154
*New Yorker, The*, 13, 17, 19, 207
*Nick Adams Stories*, 155
Nixon, Richard M., 119
nominalization, 33, 46, 47, 48, 49, 199, 213
nominative case, 164
non-action verbs, 32, 37, 42, 43, 44, 45, 172
Norse, 128, 132
noun clauses
definition and uses, 184
punctuation, 184–5
nouns, 32, 53, 165, 166–7
collective, 166
common, 166
definition and use of, 178–9
proper, 166
nut graph, 96, 111
occipital lobe, 153
“Ode on a Grecian Urn,” 94
Old Danish, 128
Old English, 126, 127, 128, 130, 140
Old High German, 128, 130
Old Norse, 31, 127
online text, 86
Orwell, George, 32, 86, 140
paragraph
classification, 91, 92
main point, 88
optimal organization, 91
structure, 87
paragraph body, 92, 99, 101, 103–8
minimum length, 107
paragraph conclusion, 115, 125
paragraph head, 92, 96–103, 104, 106, 107, 108, 109, 111
paragraphs
journalism conventions, 90, 91
parietal lobe, 153
participles, 172
definition and use of, 179
passive construction, 31, 32, 35, 36, 37, 38, 39, 40, 42, 43, 45, 48, 49, 50, 82, 83, 84, 125, 132, 161, 173
passive sentence, 38. See passive construction
Pennebaker, James, 162
*Phaedrus*, 119, 120
phonemes, 149
phonological processing, 147, 149
phonological-lexical processing, 154
phrases, 176
definition, 175
types, 176
Pinker, Steven, 38
Plato, 119, 120
point-last paragraph, 104
“Politics and the English Language,” 32, 140
positron emission tomography (PET), 16, 150, 153
posterior inferior frontal gyrus, 151
*Practical Criticism*, 26, 211
prediction, 64, 65, 66, 70, 74, 90, 102, 108, 109, 119
preliminary thesis, 113–14
preposition, 33, 36
prepositional phrases, 36, 45, 55, 67
definition and uses of, 178
function, 178
primacy effect, 99, 104, 106, 115
priming, 79, 93
pronoun, 32, 53, 168
number, 166
referents, 168, 169
pronouns, 167–72
gender, 166
object, 171
possession, 171
self-reference, 172
subject, 170
prospect, 119
Psycho, 88, 89
punctuation
colon, 188–9
comma, 186–7
dash, 189
periods, 185
question mark, 185–6
semicolon, 187–8
readability formulas, 11, 12, 14
readability outcomes, 26, 27
recency effect, 68, 106, 112, 114, 115, 116
redundant modifiers, 129–31, 141
redundant pairs, 127–8, 129, 130, 131
referential continuity, 77, 78
relevance
assumptions of, 76
repetition, 110, 116, 125
retrospect, 119
Richards, I. A, 25, 26, 93, 94, 116, 211
Roosevelt, Franklin Delano, 40
saccades, 15, 34
scala, 160
Schank, Roger, 56
schema, 23, 24, 25, 27, 35, 64–5, 79, 88, 89, 107, 111, 191
sequencing, 76–8, 80, 81, 82, 83, 84
placement of material, 78
sign language, 147, 154
silent reading, 148
simple sentence, 145
speech–auditory–visual loop, 151
split infinitives, 74, 75, 177
St. Ambrose, 148
St. Augustine, 148
Strunk, William and White, E. B., 3, 4, 126, 177
Style: Toward Clarity and Grace, 104
subject pronoun, 164
subjects, 165–72
subject–verb agreement, 166
subject–verb–object order, 38, 39, 42, 55, 182
subvocalization, 140
supplementary motor area (SMA), 150
supratemporal gyri, 154
syntactic, 34. See syntactic processing
syntactic processing, 18, 19, 20, 23, 25, 34, 35, 44, 45, 46, 53, 68, 70, 94, 144, 161, 162, 193, 198
temporal lobe, 153
textual evidential, 137
textual frame marker, 137
there is, 40, 41, 42, 48
thesis, 110, 111, 112, 113, 114, 115
definition, 113
importance of, 113
types, 113
<table>
<thead>
<tr>
<th>Topic</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>thesis sentence</td>
<td>110–13</td>
</tr>
<tr>
<td>throat-clearing</td>
<td>121, 140</td>
</tr>
<tr>
<td>top-down processing</td>
<td>88, 89, 114</td>
</tr>
<tr>
<td>topic sentence</td>
<td>92, 93, 97, 100</td>
</tr>
<tr>
<td>training wheels effect</td>
<td>75, 81</td>
</tr>
<tr>
<td>transitions</td>
<td>66, 70–5, 77, 78, 80, 81, 83, 84, 102, 145</td>
</tr>
<tr>
<td>absence of</td>
<td>78</td>
</tr>
<tr>
<td>additive</td>
<td>75</td>
</tr>
<tr>
<td>amplification</td>
<td>72</td>
</tr>
<tr>
<td>causal</td>
<td>71</td>
</tr>
<tr>
<td>conclusion</td>
<td>72</td>
</tr>
<tr>
<td>conditions</td>
<td>72</td>
</tr>
<tr>
<td>continuity</td>
<td>71</td>
</tr>
<tr>
<td>contrast or exception</td>
<td>71</td>
</tr>
<tr>
<td>example</td>
<td>72</td>
</tr>
<tr>
<td>frequency or time</td>
<td>72</td>
</tr>
<tr>
<td>journalism</td>
<td>73, 74</td>
</tr>
<tr>
<td>optimal number</td>
<td>74</td>
</tr>
<tr>
<td>order</td>
<td>72</td>
</tr>
<tr>
<td>placement</td>
<td>72, 73</td>
</tr>
<tr>
<td>result</td>
<td>72</td>
</tr>
<tr>
<td>time-shifts</td>
<td>72</td>
</tr>
<tr>
<td>Truss, Lynne</td>
<td>14, 191</td>
</tr>
<tr>
<td>Tversky, Amos</td>
<td>81</td>
</tr>
<tr>
<td>varying sentence lengths</td>
<td>155–6</td>
</tr>
<tr>
<td>varying sentence structure</td>
<td>143–5</td>
</tr>
<tr>
<td>verbs</td>
<td>32, 37, 172–5</td>
</tr>
<tr>
<td>default mood</td>
<td>173</td>
</tr>
<tr>
<td>imperative mood</td>
<td>173</td>
</tr>
<tr>
<td>subjunctive mood</td>
<td>173</td>
</tr>
<tr>
<td>Watergate</td>
<td>118</td>
</tr>
<tr>
<td>weasel words. See metadiscourse:</td>
<td></td>
</tr>
<tr>
<td>hedges</td>
<td></td>
</tr>
<tr>
<td>web pages</td>
<td>97</td>
</tr>
<tr>
<td>Wernicke, Karl</td>
<td>151</td>
</tr>
<tr>
<td>Wernicke's aphasia</td>
<td>152, 153, 159</td>
</tr>
<tr>
<td>Wernicke's area</td>
<td>17, 151, 153, 159</td>
</tr>
<tr>
<td>Williams, Joseph</td>
<td>104, 133, 134, 138</td>
</tr>
<tr>
<td>word-level processing</td>
<td>20. See</td>
</tr>
<tr>
<td>lexical processing</td>
<td></td>
</tr>
<tr>
<td>working memory</td>
<td>68, 70, 103, 107, 110, 114, 161</td>
</tr>
<tr>
<td>zombies</td>
<td>37, 48, 50</td>
</tr>
</tbody>
</table>