

Word Choice

Imagine that you're making your way through the cafeteria line when a friend suddenly grabs your plate and says, "Here—let me get some food for you!" Before you know it, you're looking at a hamburger, pepperoni pizza, and teriyaki chicken. You politely remind your friend, "I was kind of thinking about a salad, some rice, and fruit." She looks very puzzled, as if you've lost your wits. "Come on," is her response. "Food is food, isn't it?"

Well, not exactly, especially if you are a vegetarian! As you'll discover in this unit, good writers are every bit as careful about their word selection as a particular eater is about food. Words, like foods, have their own textures and flavors—and when you have something special in mind, nothing else will do.

In this unit, you will and apply practice thoughtful Word Choice by

- exploring effective uses of synonyms and antonyms.
- harnessing the power of sensory words.
- choosing words that convey a precise message.
- achieving balance by cutting clutter—without sacrificing detail.