

EDITING FOR DICTION

We were given the original paragraph below and instructed to first determine the target audience and then to rewrite it so that it's easier to read but without altering the meaning. I've included my editing rationale in addition to the revised paragraph.

Original Paragraph

The nature, extent, and consequences of carlessness and operational and institutional means of improving mobility for this diverse group (the elderly, poor, young, etc.) is to be identified and analyzed. Data has been collected and disaggregated to identify the groups affected by carlessness and attitudinal surveying techniques utilized to determine the groups' travel needs and priorities (actual and latent) allowing the development of a trip priority matrix. Changes in demand for transit by the carless resulting from changes in transit policies and operations (routes, fares, amenities, etc.) will be analyzed. Disaggregated demand and behavioral models will be applied to develop demand elasticities for travel by the carless in terms of modal choice (based on trip priority, opportunity, and accessibility and socio-economic and demographic characteristics) and trip purpose.

Audience

The audience for this paragraph is transportation department managers with the power to authorize funding for the proposed project.

Editing Rationale

- Because 'carless' isn't a word, I replaced all forms of it with, 'people without cars.'
- The term 'disaggregated' is unnecessarily complicated:
 - In the second sentence I used 'broken down' in its place.
 - In the last sentence I assumed it referred to constituent parts and used that phrase.
- I replaced 'latent' with 'potential' because I thought most audiences would be more familiar with the latter word.
- I simplified sentences to remove some of the wordiness and used a more active voice throughout.

Revised paragraph

We will analyze the nature, extent, and consequences of not owning a car and identify ways to improve mobility for this diverse group of people (the elderly, poor, young, etc.). We have collected and broken down data to identify groups of people without cars. We surveyed them to determine their current and potential travel needs and developed a trip priority matrix. We will analyze the groups' transit demand changes resulting from changes in transit policy, routes, fares, and amenities. We will apply demand and behavioral models to develop flexibility in the demand for travel by people without cars in terms of trip purpose, priority, opportunity, and accessibility, and on socio-economic and demographic characteristics.