

# What Makes Bad Writing Bad?

- **Lack of clarity**
  - Confusing phrasing, poor word choice, unclear meaning
- **Poor spelling or grammar**
  - Creates confusion, gets in the way of the narrative
- **Poor structure/flow**
  - Abrupt transitions, subject shifts confuse & drive away readers
- **Too many words**
  - Run-on sentences, long paragraphs are obstacles for readers
- **Overinflated language**
  - Direct, concise language is more effective in conveying meaning
- **Passive or weak language**
  - Active verbs and engaging leads keep audiences reading