

Inhalt / Contents

1	How to use this book	9
2	Writing	11
2.1	Writing in general	13
	Keep it simple and stupid	14
	Always start with the main point	16
	Talk to the reader	18
	Be specific	21
	Be concise	25
	Be consistent	27
	Be parallel	29
	Be positive	33
	Use the present tense	37
	Use the active voice	38
2.2	Writing sentences	41
	Make short sentences	42
	Put the main thing into the main clause	45
	Avoid parentheses and nested sentences	47
	Feel free to start sentences simply	50
	Feel free to end sentences simply	51
	Watch the order of words	52
	Watch the position of modifiers	55
	Feel free to repeat a word	56
	Use redundancies purposefully	59
	Add syntactic cues	60
	Be clear about what you're referring to	62
	Use "then" with care	64
	Use "and" with care	65
	(DE) Vermeiden Sie „zerrissene Verben“	66
2.3	Writing words	67
	Use short, common words	68

Watch for "...ed"	70
Watch for "the ... of" and for "of the"	71
Watch for opening "It ..." and "There ..."	72
Avoid abbreviations and acronyms	73
Always use the same terms	77
Use contractions	79
Avoid strings of nouns	82
Avoid stacks of modifiers	83
Avoid unnecessary qualification	84
Use strong verbs	86
Avoid gerunds that conceal a direct verb	90
Avoid phrasal verbs	91
Avoid idiomatic expressions	92
Avoid developer jargon	93
Use fair language	94
Blacklist: Overblown words	97
Blacklist: Filler words	114
(DE) Schwarze Liste: Blähwörter	116
(DE) Schwarze Liste: Füllwörter	127
(DE) Beschreibung englischer Oberflächen	129
(DE) Umgang mit Anglizismen	131
2.4 FAQ: Grammar and word choice	137
accurate / precise	138
allow / enable	139
and / as well as / plus	140
because / since / as	141
big / great / large / little / small	142
can / may / might / must / should	143
check / control	147
data / information	148
effective / efficient	149
figure / graphic / image / picture	150
if / when / whether / whether or not	151
less than / fewer than / under / below	152
like / such as / as	153
more than / over / above	154
Possessives	155
regular / standard / default / preset	156

safety / security	157
that / which	158
use / utilize / employ	159
while / as / whereas / although	160
want / wish / desire / need	161
(DE) Benutzer / Anwender	162
(DE) da / weil	163
(DE) der / welcher	164
(DE) durch / von	165
(DE) Genitivbildung	166
(DE) genormt / normiert	167
(DE) lang / lange	168
(DE) mehr als / über / oberhalb	169
(DE) schwer / schwierig	170
(DE) so	171
(DE) täglich / täglich	173
(DE) Technik / Technologie	174
(DE) und / sowie	175
(DE) während / wohingegen	176
(DE) wenn / falls / sofern / sobald	177
(DE) möchten / wollen / wünschen	179

2.5 FAQ: Standard terms and phrases	181
Hardware	183
Software	186
Versions, updates	190
Setup	194
Start, stop	196
Assistants, documentation	200
Windows, messages	203
Controls: General rules	209
Controls: Menus, Ribbons, Toolbars	213
Controls: Tabs, Groups	217
Controls: Buttons, Command links	220
Controls: Check boxes, Options	222
Controls: Fields, Boxes, Sliders	224
Controls: Lists	227
Controls: Taskbar, Status bars	231
Mouse, touchscreen	233

Scrolling, zooming	238
Resizing, aligning	240
Deleting, cutting, pasting	241
Keys	243
Characters	248
Fonts	253
Printing	255
Disks, files	256
Internet	262
Errors	268
Signal words	271
3 References	273
4 Feedback	283