

Reification	Alternative
'The United States are considering....'	'The President of the United States is considering...'
'Shell thinks it is well equipped to...'	'Shell's management thinks it is well equipped to....'
'The Minister of Economic Affairs has written a report...'	'The Minister of Economic Affairs has issued a report...'

E8 Passive instead of active phrasing

Passive form

The cause of this can be found in...

At the present time...

Active form

This is because...

Now...

E8 Unspecific time indication

Vague and unclear

'In the past, measures have been taken to...'

'Lately...'

'In the last ten years...'

Positive and precise (if possible)

'Measures have been taken to...'

'Since the beginning of the 21st century...'

'From 1997 to 2007...'

E8 Unclear or ambiguous indications

Do not use	When you mean
America	The United States (of America)
England	The United Kingdom (including England, Scotland, Wales and Northern Ireland)
Holland	The Netherlands (having ten other provinces besides the two Holland provinces)