

**Table E.9 The hidden meaning of phrases**

<b>If you write:</b>	<b>A critical reader may think:</b>
'having said this'	...You are writing, not talking...
'Thus...', 'therefore'	...So what? Conclusive words rarely come after a solid argument. They often indicate that the author wanted to stop writing. A logical conclusion does not have to be announced...
'in other words', 'to put it in another way'	...Couldn't you have stated it more clearly in the first place?
'etc.', 'and the like'	...The author means: 'I don't know more' or 'I don't want to think about it further'...
'As stated earlier'	...If you have stated it earlier, why repeat it? If you refer to a previous text in this vague manner you probably did not take the time to look where (even: if) you mentioned it...
'Again'	...Not 'again'!
'It is clear that...'	...Is it?
'It is a fact that...'	...is it?
'This/That is...'; 'The previous is'	...What? Are you referring to the previous sentence, paragraph or chapter? If you want to refer to a preceding sentence or observation, be more specific. Add a subject.
'we' (writing alone)	...A writer with Royal aspirations ( <i>pluralis majestatis</i> ) or an identity problem...
'More later on'	...When? Why later, why not now? If it is logical that it will be dealt with later, why refer to it now?
'I will' (when you announce a chapter or section)	...The author means 'I hope to...'. The introduction was probably written before the rest of the chapter. It is not certain that the announced contents can actually be found in the chapter. Hope is often in vain... but don't take it too personally!
'obvious', 'naturally'	...It will probably be not that obvious and certainly not that natural, otherwise the writer wouldn't have to use these words! If it is obvious, it is obvious...
'In short'	...So before you couldn't formulate your argument in a more concise way?
'...' (end of a sentence)	...What are you suggesting? (⊕E6)
'the market', 'the Italians'	...Undue generalisation and induction (⊕E6). The author probably has done insufficient specific research...
'fantastic', 'great', 'enormous', 'tremendous'	...such enthusiasm probably covers up weak contents. Highly improper in scientific texts...
'yours truly', 'the undersigned', 'the writer'	...Using old-fashioned words, the author probably has a status problem!