

## THE STYLE MACHINE

Taken from Walker Gibson, *Tough, Sweet, and Stuffy*, Bloomington: Indiana University Press, 1966. Appendix A, page 13.

Trait Examined	"Tough" Style (direct and to the point, akin to Hemingway's writing.)	"Sweet" Style (used by advertisers)	"Stuffy" Style (appears in technical journals, legal documents)
1. Monosyllables	Over 70%	61-70%	60% or less
	under 10%	10-19%	20% or more
2. Words of 3 syllables or more			
3. First and Second Person Pronouns	A single <i>I</i> or <i>we</i> per 100 words	2 <i>you</i> per 100 words.	No first or second person pronouns
4. Subjects: neuters vs. people	50% of pronouns refer to people	50% of pronouns refer to people	66% or more pronouns refer to neuter abstractions
5. Finite verbs	Over 10%	Over 10%	under 10%
6 <i>To be</i> forms of finite verbs	Over 33% of verbs.	Under 25% of verbs.	Under 25% of verbs.
7. Passive Voice sentences	Less than 5%	None	More than 20%
8. True adjectives	under 10%	over 10%	8%
9. Adjectives modified	fewer than 1 per 100 words	1 or more	fewer than 1%
10 Noun adjuncts	under 2%	2% or more	4% or more.
11. Average length of a clause	10 words or less	10 words or less	more than 10 words
12. Clauses, proportion of total words	25% or less	33% or less	more than 40%
13. "Embedded" words	less than 50% of subject-verb combinations	less than 50% of subject-verb combinations	200% of all subject- verb combinations
14. Definite articles such as <i>the</i> , <i>a</i> , or <i>an</i> .	8% or more or all words	under 6% of all words	6-7% of all words
15. Contractions and intentional sentence fragments.	1 contraction per 200 words. 1 fragment per 200 words.	1 contraction per 50 words. 1 fragment per 50 words.	No contractions. No intentional sentence fragments.
Parentheses and other punctuation	none	1 per 50 words.	none