



# Sin and Syntax: How to Craft Wickedly Effective Prose

*Constance Hale*

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Today's writers need more spunk than Strunk: whether it's the Great American e-mail, Madison Avenue advertising, or Grammy Award-winning rap lyrics, memorable writing must jump off the page. Copy veteran Constance Hale is on a mission to make creative communication, both the lyrical and the unlawful, an option for everyone.

With its crisp, witty tone, **Sin and Syntax** covers grammar's ground rules while revealing countless unconventional syntax secrets (such as how to use—Gasp!—interjections or when to pepper your prose with slang) that make for sinfully good writing. Discover how to:

- \*Distinguish between words that are “pearls” and words that are “potatoes”
- \* Avoid “couch potato thinking” and “commitment phobia” when choosing verbs
- \* Use literary devices such as onomatopoeia, alliteration, and metaphor (and understand what you're doing)

Everyone needs to know how to write stylish prose—students, professionals, and seasoned writers alike. Whether you're writing to sell, shock, or just sing, **Sin and Syntax** is the guide you need to improve your command of the English language.

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