

members of a lay audience may not understand that an evolutionary strategy is not something that the organisms are planning to do. So, depending on your intended audience, you may have to avoid using a shorthand or at least explain what the shorthand means.

Metonyms can also be used in medical writing, albeit cautiously. For example, the word *practice* is often used as a metonym to refer to a type of business in which a medical practitioner or group of practitioners provide care to patients. So, you might use the term “the practice” when you want to refer to such a business as a business or when you don’t want to specify a particular part of the business. For example, you could encourage patients to “contact the practice” without specifying which person or even which office to contact. Your goal should be clarity. If the patients can contact any member of the staff, you can urge them to contact the practice.

In general, you may wish to avoid unnecessary use of figurative language in a technical report, such as a clinical study protocol—especially if it is going to be translated. However, there is considerably more room for literary inventiveness in an opinion piece. In such pieces, authors may wish to express their own emotions and to evoke emotions in the audience, especially to underscore the importance and urgency of their message. In that situation, the writer may use figurative language for rhetorical effect.

### Learn More

Metaphors, similes, and metonyms are not the only forms of figurative language. The *Silva Rhetoricae* Web site (<http://rhetoric.byu.edu/>), maintained by Dr Gideon Burton of Brigham Young University, provides an extensive list of figures of speech, all of which are named, defined, and categorized. Many of these rhetorical figures have Greek or Latin names because they have been recognized since classical times to be valuable in persuasion.

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## CALENDAR OF MEETINGS

Please confirm with individual meeting hosts



2021  
AMWA  
Medical Writing &  
Communication  
Conference  
OCTOBER 27-30, 2021  
*Trends and Opportunities for Medical Communicators*  
[www.amwa.org/conference](http://www.amwa.org/conference)

### International Society for Medical Publication Professionals

April 12–14, 2021  
Virtual  
<https://www.ismpp.org/annual-meeting>

### Association of Independent Information Professionals

April 14–16, 2021  
Virtual  
<https://virtual21.aiip.org/>

### American Copy Editors Society

April 22–23, 2021  
Virtual  
<https://aceseditors.org/conference>

### American Society for Indexing

April 30 to May 1, 2021  
Virtual  
<https://www.asindexing.org/conference/2021-presentation-proposals/>

### Council of Science Editors

May 3–5, 2021  
Virtual  
<https://www.councilscienceeditors.org/events/upcoming-events/2021-cse-annual-meeting/>

### European Medical Writers Association

May 4–8, 2021  
Virtual  
<https://www.emwa.org/conferences/future-conferences>

### Society for Scholarly Publishing

May 24–27, 2021  
Virtual  
<https://customer.sspnet.org/ssp/AM21/Home>

### Society for Technical Communication

June 5–9, 2021  
Virtual  
<https://summit.stc.org>

### Association of Health Care Journalists

June 24–27, 2021  
Austin, TX  
<https://healthjournalism.org/calendar-details.php?id=2245>

### DIA

June 27 to July 1, 2021  
Virtual  
<https://www.diaglobal.org/Flagship/DIA-2021>