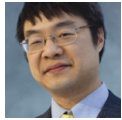# The most important choice in writing is not what you say, it's what you don't say

devblogs.microsoft.com/oldnewthing/20071003-00

October 3, 2007

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"The most important choice in writing is not what you say. It's what you don't say." Eric Gunnerson gave me that advice when I was writing my book. It's sort of the writing version of "You don't know what you do until you know what you don't do."

That's why I'll write

> Of course, you probably wonder this magical `pfl` comes from. It comes from the Multilanguage Object in mlang.
>
> ```
> IMLangFontLink2 *pfl;
> CoCreateInstance(CLSID_CMultiLanguage, NULL,
>                 CLSCTX_ALL, IID_IMLangFontLink2, (void**)&pfl);
> ...
> pfl->Release();
> ```

and not

> The `pfl` variable we've been using is an interface pointer to the `IMLangFontLink2` interface. We obtain this pointer by calling the `CoCreateInstance` function, asking for the object whose class ID is `CLSID_CMultiLanguage` (defined in the `mlang.h` header file) and specifying the interface ID (IID) of `IID_IMLangFontLink2`. The interface ID is a 128-bit value that uniquely identifies an interface; we use it here to specify that we wish to have access to the `IMLangFontLink2` interface. Since COM uses explicit reference counting, we must remember to call the `IUnknown::Release` method when we are finished with the interface pointer. Each call to the `IUnknown::Release` method decrements the reference count by one, and when the reference count drops to zero, the object is destroyed.
>
> ```
> IMLangFontLink2 *pfl;
> CoCreateInstance(CLSID_CMultiLanguage, NULL,
>                 CLSCTX_ALL, IID_IMLangFontLink2, (void**)&pfl);
> ...
> pfl->Release();
> ```

This is why I hate reading technical books. People think it's better to write fifty words when ten are enough, that you should explain everything in excruciatingly tedious detail just in case there's a reader out there who sees the word `CoCreateInstance` and says, "Gosh, I don't know what that is, and I'm going to declare this book useless unless it explains everything from first principles."

What next? "The left open brace begins a block of statements"?

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