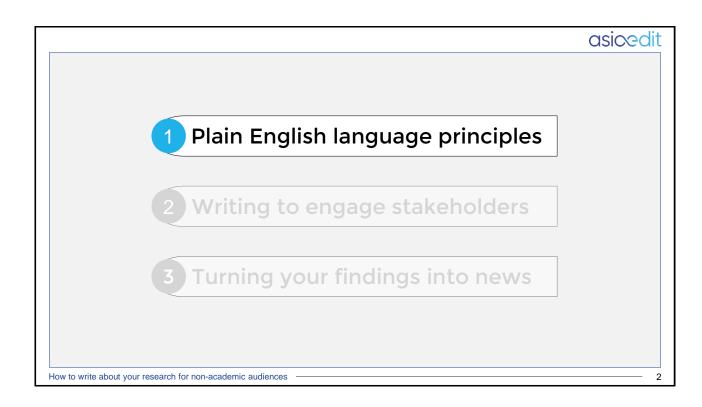
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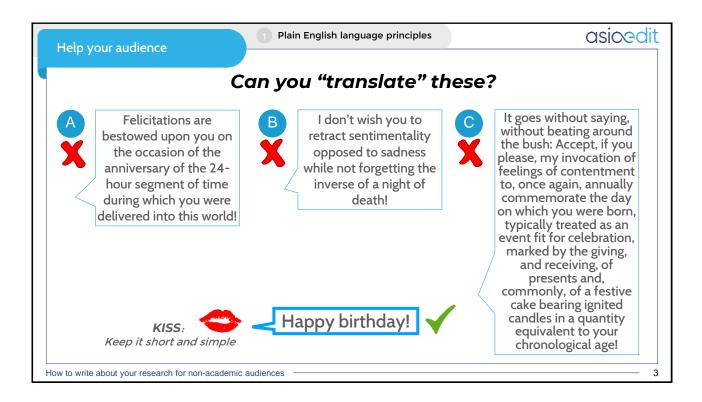
How to write about your research for non-academic audiences

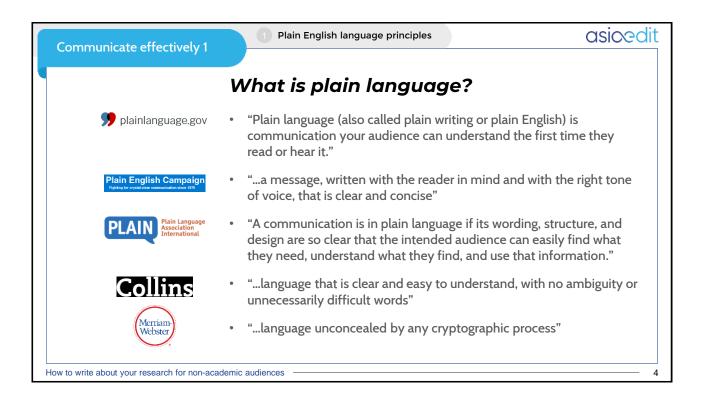
AsiaEdit Author Success Webinar 26 May 2022

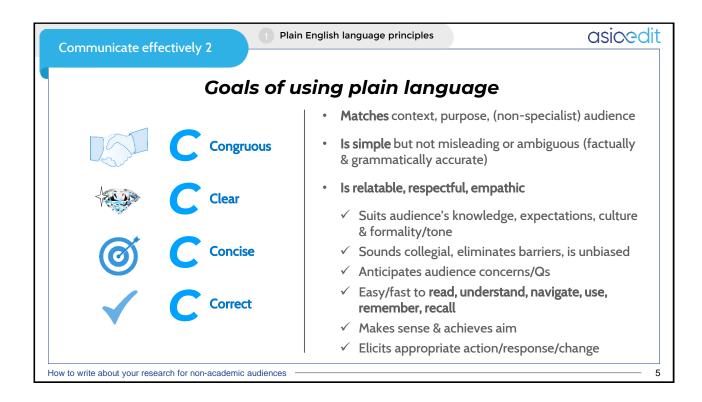


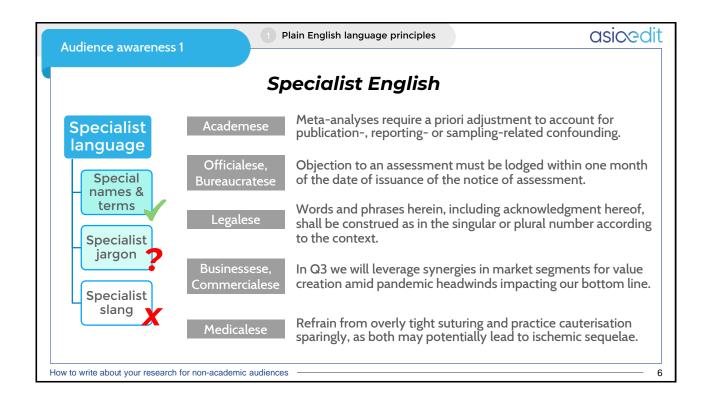
Dr Trevor Lane, DPhil, PGCELT Education Consultant

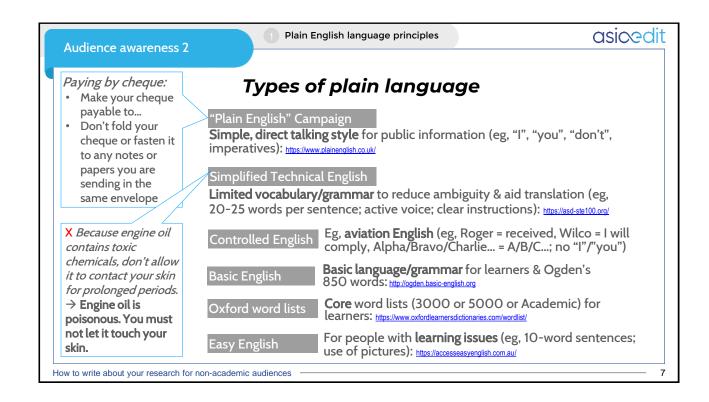
















Plain English language principles

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Public notices/literature/letters

- Talking style
- Logical organisation (eg, Purpose & Problem-Solution-Action-Contact)
- Short sentences to reduce effort
- Easy-to-follow grammar & common, everyday words
 - Active voice, 1st/2nd person pronouns (*Defined reader = You & I; sender = We*)
 - Contractions (can't, don't, isn't, doesn't)
 [but not: wouldn't've, you're]
 - Direct instructions (must/should)

- Easy-to-read visual/design elements
 - Left-aligned text; good use of fonts, bold, italics, colours, spacing
 - Bulleted lists, tables, headings
- Online material
 - Shorter paragraphs, lots of spacing
 - Clear anchor text for links (Read the full report...)
 - "Alt" text for images if not captioned (<125 characters)

How to write about your research for non-academic audiences

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Connecting with audiences 3

Plain English language principles

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https://plainenglish.co.uk/how-to-write-in-plain-english.html

Plain writing principles

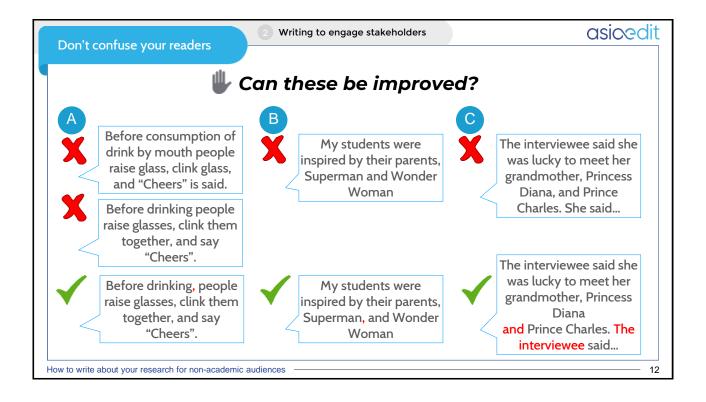
- Be **congruous**: [Test your draft with audience]
 - o Be polite, human, helpful
 - Use short, everyday words appropriate to audience; no jargon/slang
 - Explain technical words & abbreviations
 - Be direct/concrete: personal pronouns, contractions, imperatives <u>if in genre</u>
- Be clear:
 - Keep Subject, Verb, Object close together; avoid embedding & interruptions
 - Prefer active verbs, present tense
 - Avoid using nouns instead of verbs
 - Clarify pronouns (It, They, This, These): repeat noun or use other word (*The X was in the Y.... H<u>The X</u>...*)
 - Clarify modifiers (I only drink only water)

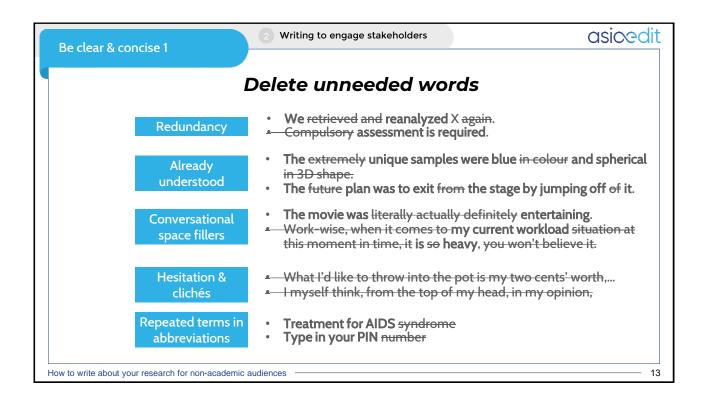
- Be concise: [Read it out loud to test]
 - <20 words per sentence; 1 main idea
 7 lines per paragraph, 1 main topic
 - Delete repeated, redundant & empty words
- Be correct:
 - Use correct grammar & punctuation
 - Don't oversimplify or mislead: use same accuracy, precision, certainty, frequency, quantity, scope as source
 - Provide complete, unbiased information
- Increase readability:
 - Organise & write "chunks" logically; be consistent (Xteenagers, then teens, youths)
 - [Flesch Reading Ease 100%; Flesch-Kincaid Grade Level of 7th grade (12 to 13 years)]
 - Use design/layout features, headings, lists, glossary/text boxes if in genre

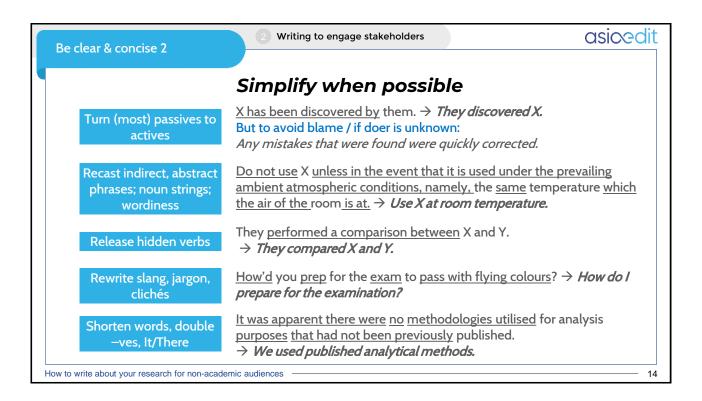
How to write about your research for non-academic audiences

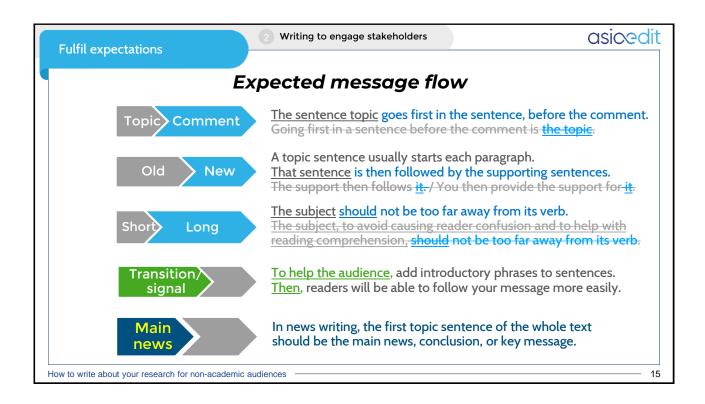
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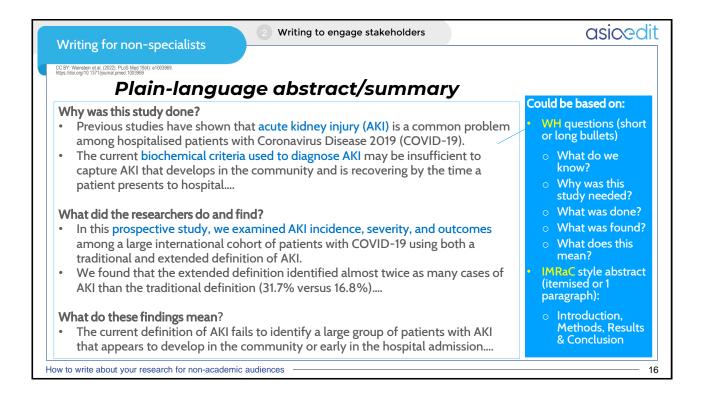


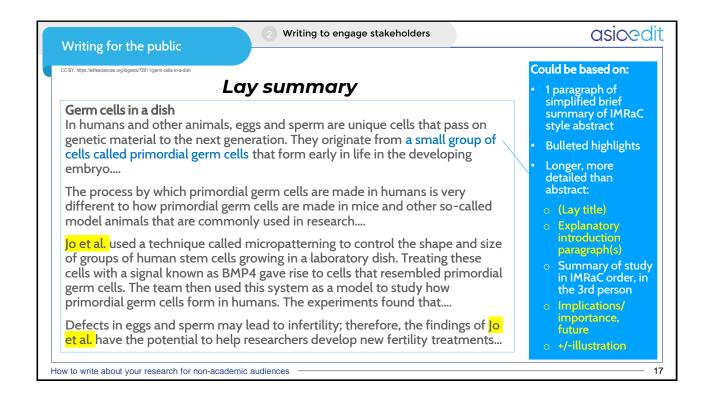


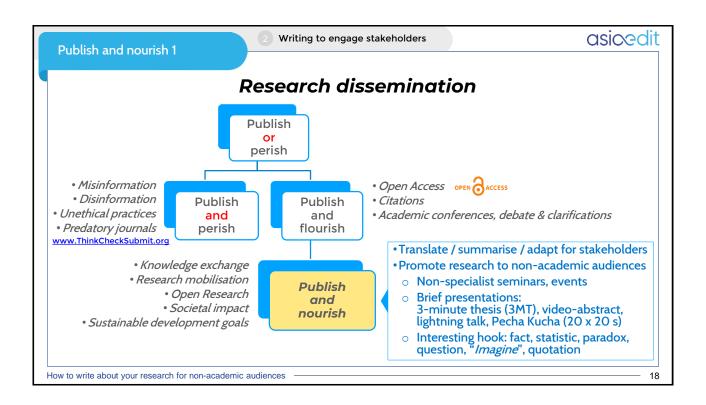


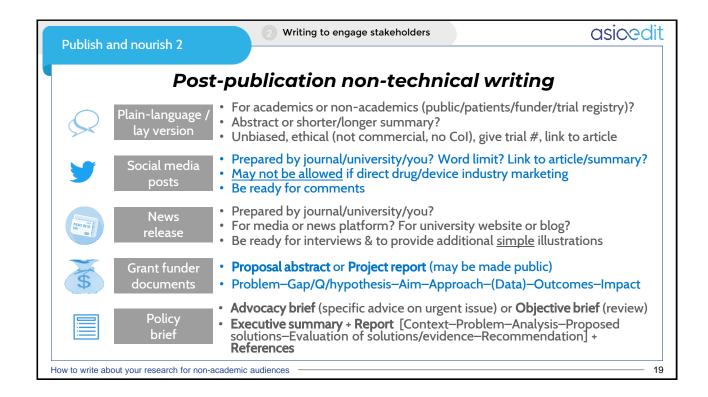




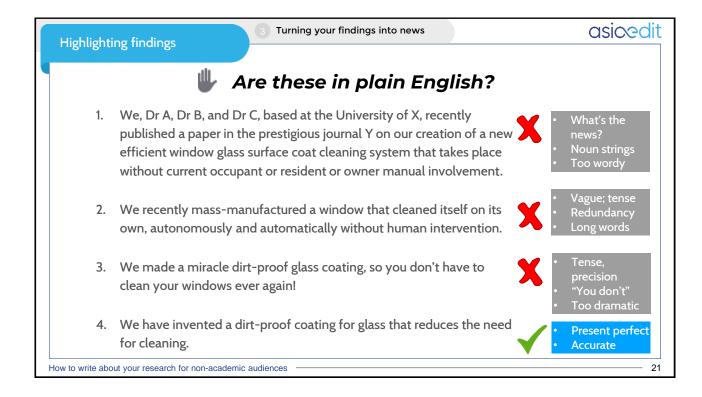


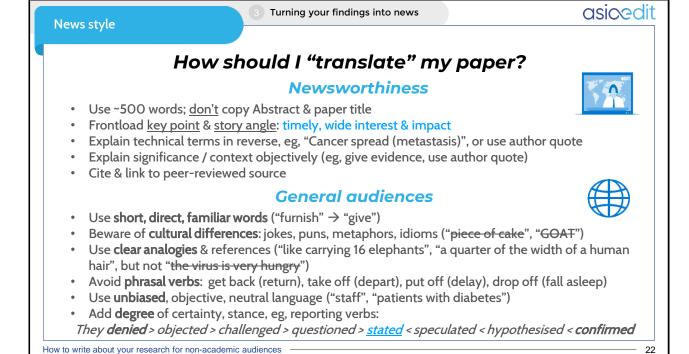


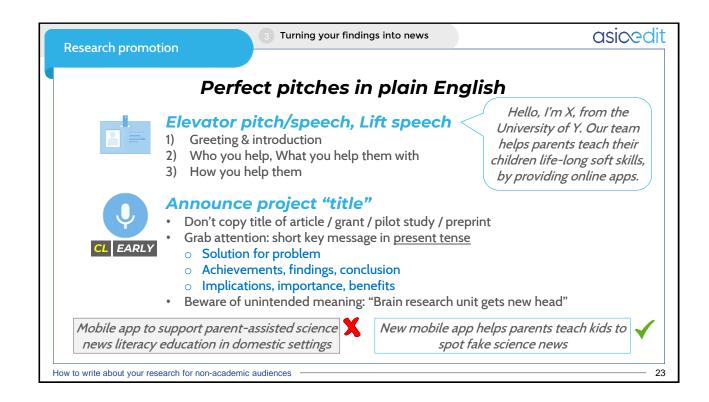


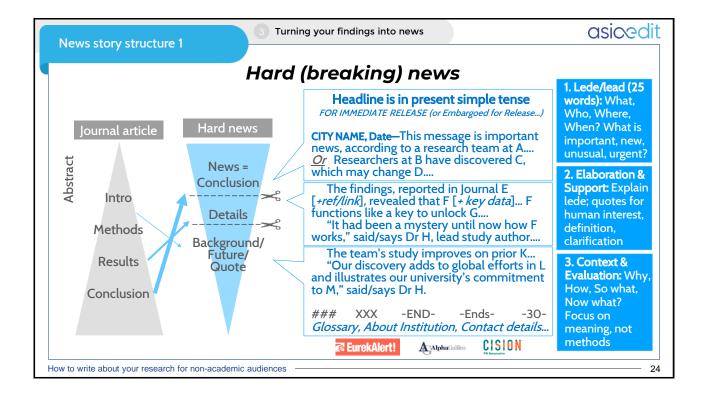


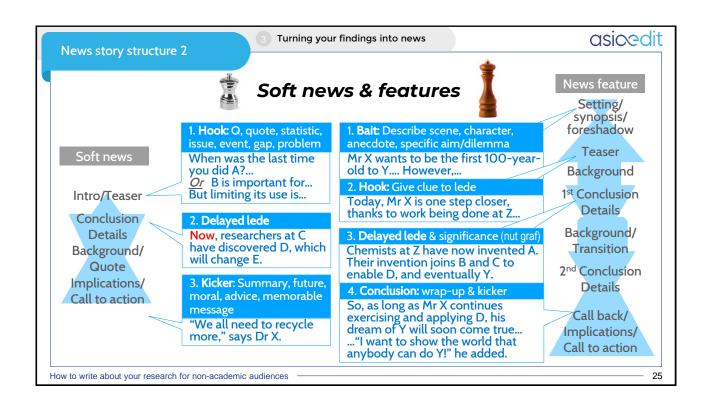


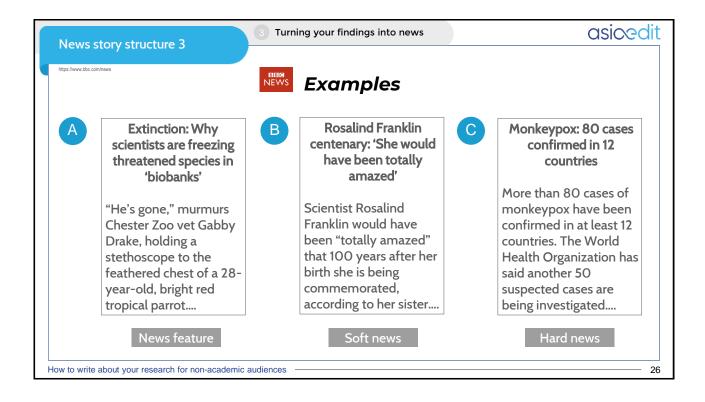


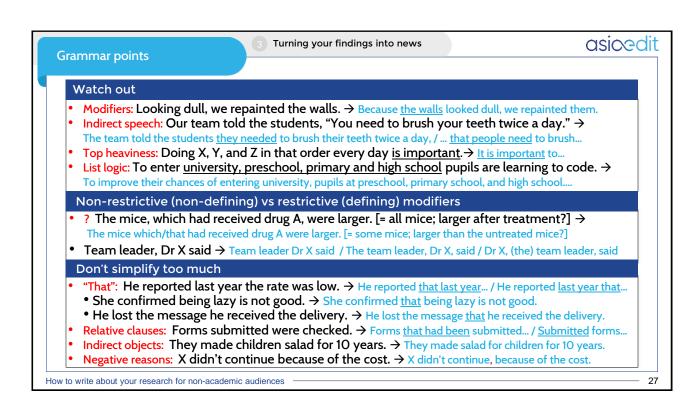


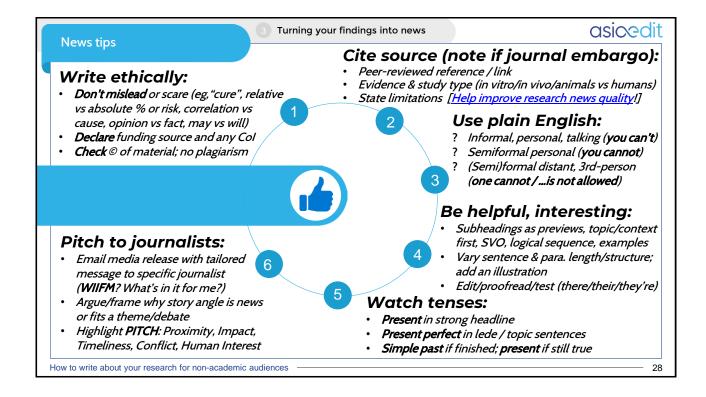
















Thank you!

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