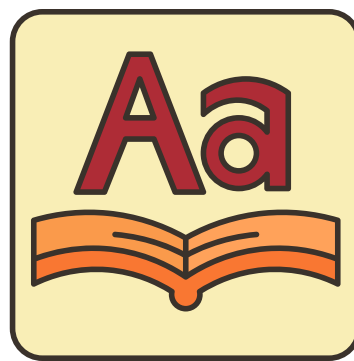


# How to make your content accessible using Plain Language



## What is Plain language?

A communication is in **plain language** if its wording, structure, and design are so clear that readers can:

- easily find what they need
- understand what they find
- and use that information



## Can you make sense of the following sentence?



In order for your followership to become cognizant of your premonitions, your deliberations should not be postulated in an obtrusive, conspicuous syntax.

## Isn't it better to say:



To make yourself understood, address your audience in simple and plain language.

## Why?

Have you ever felt frustrated because you couldn't find the information you needed in a messy document?

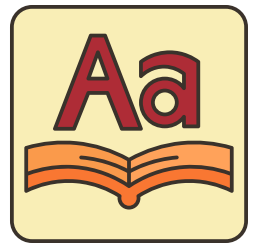


## With plain language, content is:

- more usable
- easier to understand by users with disabilities or users who are not familiar with the topic
- easier to skim, and get an overview of the information



**Plain language makes communication more efficient for everyone and allows for a broader audience.**



## Who it helps?

### People who....



**have reading difficulties**  
e.g. dyslexia



**have aging-related diseases**  
e.g. dementia



**have learning or cognitive disabilities**



**are tired, distracted, under-stress or have low-vision**



**are learning a language or are non-native speakers**

## How to

- Use common words, e.g. 'do' instead of 'perform'
- Avoid jargon and vague terms
- Define difficult terms and acronyms
- Make short sentences
- Avoid double negatives
- Prefer active voice, 'we did' instead of 'it was done'
- Structure your content logically, e.g. using headers
- Use bullet lists and well-structured tables



**Plain language is not about over-simplifying**  
**It's about making your content usable**

## Test your knowledge.

## Solve the Alt text Quiz.

**TAKE QUIZ**



### References:

- <https://www.w3.org/WAI/GL/WCAG3/2021/how-tos/clear-words/>
- <https://www.iplfederation.org/iso-standard/>
- <http://editorhub.phsa.ca/writing-style/write-for-the-web/plain-language-tips-examples>

This project is part of Alina Karakanta's thesis for the MA in Accessibility to Media, Arts and Culture, University of Macerata. Learn more at <https://github.com/fatalinha/accessibility-literacy>