

Why plain language matters

Plain language communications explain even the most complex ideas in ways that readers can understand. They are pitched at the right level for their intended audience. They are better for writers, better for readers and better for business.

‘A communication is in plain language if its wording, structure and design are so clear that the intended readers can easily find what they need, understand what they find, and use that information.

Plain Language Association International

Plain language:

- focuses on the reader not the writer
- uses simple, clear words and short, crisp sentences
- is conversational, direct and favours the active voice
- avoids jargon, buzz words and tired old clichés
- explains technical concepts simply
- uses effective structure, design and layout so readers can easily find what they need.

Plain language does not:

- dumb down content
- compromise clarity and precision
- deaden the language
- make you look dumb
- make you seem less professional
- decrease the weight and influence of your document.

What are the benefits of plain language?

Plain language means your readers:

- understand your message clearly at first reading
- engage positively with you and your organisation
- follow your advice or comply with your regulations
- find your guidelines or forms easy to use.

‘If you can’t explain something simply, you don’t understand it well enough.

Albert Einstein

Talk to us about how we can help you use plain language to improve your writing and your business.