

## The Plain Language Approach To Writing

Language is our system for transporting ideas – for communicating our thoughts to others. But it’s only a means to an end, not an end in itself. Communication doesn’t take place until the information has been received and clearly understood. Learn the key strategies for *talking* to your reader using plain language so that your message is easy to read and understand.

The program focuses on...

- avoiding bulk and jargon that undermine your message
- using plain language to create a personal connection with your reader
- writing powerful sentences
- controlling paragraph length and creating effective structure
- formatting to make your information accessible