

## Chapter 1 : Why Speakers Must Avoid Jargon to Engage Audiences

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Key elements of plain language are to: Organize information so the most important behavioral or action points come first; Break complex information into understandable chunks; Use simple language or define technical terms; and Provide ample white space so pages look easy to read. In addition to the key elements, there are dozens of plain-language guidelines and techniques such as using short sentences and active voice when possible 7 see the Addendum. Document design principles highlight the importance of organization and format and enhance the impact of plain language. Although findings are not consistent, research and experience do suggest that plain language may be remembered better and be more persuasive when it is enhanced with graphics and other visuals 9 , The specifics of plain language depend on the information needs of the audience, so it is critical to test materials with the intended audience in order to implement plain language effectively. Back to Top Speaking plainly Health information is also communicated verbally, especially between patient and healthcare provider. Because some people learn better by listening than by reading, speaking plainly is just as important as writing plainly. Many of the same plain-language techniques that make the written word understandable also work with verbal messages. These include avoiding jargon and using everyday examples to explain technical or medical terms the first time they are used. In interpersonal communication situations, plain language combined with other good communication practices can increase the understandability of information. People getting the health information are asked to restate it in their own wordsâ€”not just repeat itâ€”to ensure that it is understood and remembered. When understanding is not accurate or complete, the sender repeats the process until the receiver is able to restate the information needed. Plain language is not anti-intellectual, unsophisticated, drab, or dumbing down. As plain-language expert Bryan Garner explains: Plain language is not just about vocabulary or grade level. Writing to a certain grade level does not necessarily ensure that the message is in plain language or understood by the intended audience, so all materials should be evaluated for understanding with the intended users, regardless of grade-level score. People with low literacy skills are not illiterate. A person who has limited or low literacy skills is not illiterate. This fact is not always well understood. Therefore, it is important to clarify the differences among the terms "literacy," "low literacy," and "illiteracy. Low literacy is a limited ability to do what is defined above as literacy. Illiteracy means being unable to read or write People who have limited literacy skills are dumb and learn slowly, if at all. Most people with low literacy skills have average IQs and function quite well by compensating in other ways. Since there is a strong social stigma attached to limited reading and writing skills, nearly all nonreaders or poor readers will seek to conceal this fact. Years of schooling is a good measure of literacy level. Years of schooling tell what people have been exposed to, not what reading skill they acquired. Surveys show that, on average, adults currently read three to five grade levels lower than the years of schooling completed. Everyone has difficulty understanding health information at some time. People can be very well educated and highly literate in their area of expertise, and still not fully understand complex medical information. Virtually everyone has experienced receiving health information about themselves or a loved one that caused confusion and uncertainty. By moving past the myths, senders and receivers break down barriers and enhance the likelihood of understanding each other. Writing and speaking clearly are critical steps to achieve that goal. At the same time, communicators must also be aware of additional barriers to understanding. Intended users of the information may speak a different language or be unfamiliar with the situation; there may be critical cultural differences between sender and receiver; and intended users may have communication or development disorders. To better ensure understanding, health information for people with limited English proficiency needs to be communicated plainly in their primary language, using words and examples that make the information understandable in their language. Cultural differences â€” Culture affects how people understand and respond to health information. In addition to the use of plain language, the cultural competency of health professionals can contribute to health literacy. The Office of Minority Health, U.

Department of Health and Human Services, defines cultural competency as the ability of health organizations and practitioners to recognize the cultural beliefs, values, attitudes, traditions, language preferences, and health practices of diverse populations, and apply that knowledge to produce a positive health outcome. Cultural competency includes communicating in a manner that is culturally and linguistically appropriate. Lack of knowledge and experience “ People with limited health literacy skills often also lack knowledge or have misconceptions about critical health topics, such as the body, its functioning, and the nature and cause of disease. Without accurate and appropriate knowledge, they often fail to understand the importance of lifestyle factors” diet and exercise, for example. Even with clear directions, if the audience has no context or prior experience, they can still misunderstand. Communication and developmental disorders “ Plain language and other clear communication techniques may not be effective or appropriate for audiences with communication or developmental disorders. Approximately one in six Americans has a disorder or difference in communication resulting in unique challenges. These individuals will require strategies that are tailored to their needs and abilities. Developing improved ways to communicate health information to these audiences is a crucial component to addressing health literacy. Back to Top Demonstrating that plain language works The best way to find out if plain-language documents will work for intended users is to test the documents with those users. This is called usability testing. Usability tests show that plain-language techniques help writers and document designers communicate clearly with the general public as well as people with limited health literacy skills 8. People who are given documents that are written with the audience in mind and that employ the elements of plain language and good document design find them easier to understand and use 18 , Research supporting plain language principles can be found in the following: Guidelines for Document Designers, published in by the American Institutes for Research, continues to be one of the best sources of plain-language research. It cites research for each of the 25 guidelines presented, such as use information headers, use the active voice, and avoid unnecessary and difficult words. The authors cite studies from several disciplines: The revised edition of Making Health Communication Programs Work is the result of 25 years of evaluating communication programs. It affirms the value of using specific communication strategies to promote health and prevent disease. This book is a widely accepted tool for promoting public health It provides guidelines, including many plain-language techniques, for developing materials that intended audiences can understand, accept, and use. See Addendum for links to sample guidelines. This is a criteria-based evaluation instrument that takes less than an hour to apply to materials that provide healthcare information. The 22 SAM evaluation criteria are based on research findings from adult education, health education, and other fields 9. Where plain language is an accepted practice Plain language is not recommended just for health information. Its use is also being encouraged: In government agencies “ Many agencies in the Federal Government are encouraging the use of plain language for both internal and external communication. These policies will have a far-reaching effect because many Federal agencies, such as the National Institutes of Health and the Food and Drug Administration, have Web sites that are trusted sources of health information. In addition, many state governments, including California, Washington, New Jersey, and Texas, are also championing the use of plain language in official documents 24 , In the private sector “ Using plain language is also becoming an accepted practice in other sectors, including insurance, finance, and the law. This should lead to more understandable health-related documents, notices of privacy practices, and health insurance policies. Around the globe “ The plain-language movement is flourishing in countries around the world including English-speaking countries like England and Australia, and non-English speaking, including Sweden, Spain, France, and Mexico see Addendum. Canadians have a long-standing interest in health literacy and plain language in both of their official languages” English and French. Nations striving for clear communication share a common goal” that readers understand the message the first time they read it. But writing styles reflect the culture, and the style must be modified when editing for international or multicultural markets. Back to Top Conclusion: Plain language makes health information easier to understand Our nation faces an enormous challenge to ensure that people with low health literacy skills have the opportunity to receive and understand the health information they need to make sound decisions. Limited health literacy is a complex communication and information problem that requires multiple approaches and

methods to realize improvement. This brief examines plain language and its contribution to improving health literacy. Research and experience demonstrate that plain language is an essential element of clear communication. Although more research is needed to determine the most effective techniques to communicate clearly with all consumers and patients, existing research shows that plain language is a promising strategy to address the challenge.

**Chapter 2 : Plain Speaking: Bercot, David (Softcover):**

*PESA is a public-speaking competition for students aged years. It provides an excellent opportunity for students to build self-confidence and extend their skills in oral communication, speech writing and research.*

But in one important respect, these commentators are missing something important. Clarity would make it near impossible for leaders to say stupid and dishonest things, or to fall into lock-step dogma, without realizing that they were doing so—and without exposing the speaker as a fraud or a villain. You cannot speak any of the necessary dialects, and when you make a stupid remark its stupidity will be obvious, even to yourself. Orwell had witnessed the rise of the two great murderous -isms in Europe, fascism and communism. Both turned their violence on their own people with a ferocity that could not be put in plain language. Since Orwell, it has become a common complaint among pundits and commentators that overblown or confusing language stacks the deck against ordinary citizens who just want to know what their government is up to. His notion that plain language will make awful politics unbearable is simple and appealing—and largely wrong. Remember that for people to recognize a falsehood, they need to know the truth. Orwell assumes that once deception is stripped away, the truth will be plain. But populism, or at least the brand of populism represented by Trump and Brexit, proves that Orwell was wrong. The year rocked Western politics. First, in June, Britain voted for Brexit: Then, in November, America rejected a former secretary of state and senator, Hillary Clinton, for a political novice and a billionaire with a habit of saying appalling things, Donald Trump. In both cases, the experts misread the sentiment of a part of their country far away from the big cities where journalists tend to live and work. Without making a statement on whether these voting choices were right or wrong, both Brexit and Trump ran campaigns filled with lies—lies in simple, bold language. When they lied, the lies were often perfectly clear to anyone who cared to learn the least bit about the facts. Its master slogan was simple: The polite faces of the Leave campaign were Boris Johnson, who had just been the Conservative mayor of London, and Michael Gove, the former justice and education secretary. Mainstream politicians dismissed Farage as a buffoon—it is hard to find a politician more often photographed with a pint of beer and a cigarette in his hands. But that was part of his appeal. And so was his language—as different from that of a polished politician as they come. In a typical speech, he said: So who are we? Who is the typical UKIP voter? When I look at the audiences in those theaters there is a range of British society from all parts of the spectrum. Big businessmen, corner shop owners. Well off, comfortably off, struggling. Young as well as old. Some left, some right, mostly in the middle. One thing many have in common: It even reads a bit like Orwell: In the Brexit of his dreams, as Farage said in the same speech: We get our money back. We get our borders back. We get our Parliament back. We get our fisheries back. We get our own seat on the bodies that actually run the world. We get back the ability to strike free-trade deals. But the pounding, repetitive phrasing was perfectly clear and punishingly effective. Whatever the causes of the narrow victory for Brexit, obfuscating language was not it. That same summer, Donald Trump was shifting into general-election mode in the United States, having wrapped up the Republican nomination for president. He had swept away more than a dozen Republican rivals who had tried to belittle him as a newcomer out of his depth. Something about his campaign generated an energy among his voters that none of his rivals could match. And much of it had to do with his speech. He spoke almost entirely off the cuff: Look, having nuclear—my uncle was a great professor and scientist and engineer, Dr. Went to Wharton, was a good student, went there, went there, did this, built a fortune. Nuclear is powerful; my uncle explained that to me many, many years ago, the power, and that was 35 years ago. But the Persians are great negotiators. The Iranians are great negotiators. So, and they, they just killed, they just killed us. Unedited transcripts like this rocketed around the internet, forwarded by voters alarmed that anyone could consider voting for a man who produced such a stream of non-sequiturs, the rhetorical equivalent of a bunch of beer cans, potato-chip bags and the odd shiny pool of oil floating down a filthy river. But the effect of passing these excerpts around was not what the people sharing them hoped. Real speech is full of starts and stops, non-sequiturs, ellipses and so on. For example, examine this linguistic car pile-up. We need to have a much more intentional explicit plan for NATO to engage with African countries

and regional organizations, uh, not because the United States is not prepared to invest in security efforts in Africa, but rather to ensure that, uh, we are not perceived as trying to uh, dominate the continent. The speaker is Barack Obama. Adapted from *Talk on the Wild Side*: While he could maunder on and get off topic quite frequently, the unscripted and personal way he said nearly everything he said was mesmerizing to many voters who had never heard a politician talk like this. In the s, politicians still strove for an elevated register when they spoke in public. Beginning in the s, they began aiming to look more authentic, of the people. In both cases, the result was politicians aiming for a style that was immediate and real rather than polished and perfect. But demotic was in, and Demosthenes was out. By Trump, this trend had reached a peak: Yet despite what Orwell might have hoped, this plain speech did nothing to stop Trump. It may indeed have been his biggest weapon. When people want bad things, the man who promises them those things in the plainest possible language is going to win. And beyond those who want bad things, many voters really are ill-informed. People need facts and arguments to make their case, not just plain talk. A democracy cannot be better than its voters. There is no easy wayâ€”linguistic or otherwiseâ€”around the hard slog of educating them to make good decisions. Excerpted from *Talk on the Wild Side*: Lane Greene writes the Johnson column on language for the Economist. This article tagged under:

### Chapter 3 : Plain Language Materials & Resources | Health Literacy | CDC

*Plain Speaking supports trainee, newly qualified and experienced personnel by providing professional training in presentation and voice skills in order to be a powerful figure and enabler in the workplace.*

In short, the speaker should be answering the question "who says what in which channel to whom with what effect? Public speaking can also take the form of a discourse community , in which the audience and speaker use discourse to achieve a common goal. Public speaking for business and commercial events is often done by professionals. These speakers can be contracted independently, through representation by a speakers bureau , or by other means. Public speaking plays a large role in the professional world; in fact, it is believed that 70 percent of all jobs involve some form of public speaking. Aulus Metellus , an Etruscan man wearing a Roman toga while engaged in rhetoric ; the statue features an inscription in the Etruscan alphabet Although there is evidence of public speech training in ancient Egypt , [4] the first known piece [5] on oratory, written over 2, years ago, came from ancient Greece. This work elaborated on principles drawn from the practices and experiences of ancient Greek orators. Aristotle was one of the first recorded teachers of oratory to use definitive rules and models. His emphasis on oratory led to oration becoming an essential part of a liberal arts education during the Middle Ages and the Renaissance. The classical antiquity works written by the ancient Greeks capture the ways they taught and developed the art of public speaking thousands of years ago. In classical Greece and Rome , rhetoric was the main component of composition and speech delivery, both of which were critical skills for citizens to use in public and private life. In ancient Greece, citizens spoke on their own behalf rather than having professionals, like modern lawyers, speak for them. Any citizen who wished to succeed in court, in politics or in social life had to learn techniques of public speaking. Rhetorical tools were first taught by a group of rhetoric teachers called Sophists who are notable for teaching paying students how to speak effectively using the methods they developed. Separately from the Sophists, Socrates , Plato and Aristotle all developed their own theories of public speaking and taught these principles to students who wanted to learn skills in rhetoric. Plato and Aristotle taught these principles in schools that they founded, The Academy and The Lyceum , respectively. Although Greece eventually lost political sovereignty, the Greek culture of training in public speaking was adopted almost identically by the Romans. In the political rise of the Roman Republic , Roman orators copied and modified the ancient Greek techniques of public speaking. Instruction in rhetoric developed into a full curriculum, including instruction in grammar study of the poets , preliminary exercises progymnasmata , and preparation of public speeches declamation in both forensic and deliberative genres. The Latin style of rhetoric was heavily influenced by Cicero and involved a strong emphasis on a broad education in all areas of humanistic study in the liberal arts, including philosophy. Oratory in the Roman empire , though less central to political life than in the days of the Republic, remained significant in law and became a big form of entertainment. Famous orators became like celebrities in ancient Rome—very wealthy and prominent members of society. The Latin style was the primary form of oration until the beginning of the 20th century. After World War II , however, the Latin style of oration began to gradually grow out of style as the trend of ornate speaking became seen as impractical. This cultural change likely had to do with the rise of the scientific method and the emphasis on a "plain" style of speaking and writing. Even formal oratory is much less ornate today than it was in the Classical Era. Despite the shift in style, the best-known examples of strong public speaking are still studied years after their delivery. Lecterns hold papers while speakers talk. A speaker can project his or her voice with the aid of a public address system or a microphone and loudspeaker when speaking in front of a large audience. Public speakers may also use audience response systems , allowing listeners to interact with the speech as it happens. Telecommunication and videoconferencing are also a form of public speaking. Fetterman of Stanford University wrote in his article Videoconferencing over the Internet:

### Chapter 4 : Merle Miller - Wikipedia

*The official website of Plain Speakers Toastmasters Club.*

His work appeared frequently in the New York Times Magazine. During the course of a writing career that spanned several decades, Miller wrote numerous novels, including the best-selling classic post war novel, *That Winter*. He also wrote a novel titled *The Warm Feeling*, but due to the fact that the publisher did not give him the opportunity to read and edit the manuscript, he publicly disowned the novel and would not have anything to do with it. *The GI Story of the War*. He wrote several drafts of a screenplay for "A Walk on the Wild Side," but by the time the screen version was being shot it was so far removed from what he had written or had in mind that he refused any screen credit. He had completed all the interviews and research with the intention of writing a second volume, to be titled *Ike the President*, but died just after finishing the first volume *Ike the Soldier*. Miller died on June 10, 1971, in Danbury Hospital in Connecticut, from peritonitis following surgery to remove a ruptured appendix. Merle Miller Special Collections containing all of his taped interviews, research material, notes and correspondence are housed at three presidential libraries in Missouri, Texas and Kansas, as well as the University of Iowa and Boston University. They are all open and available to the public. Truman[ edit ] In 1954, Miller was hired by producer Robert Alan Aurthur as part of a team to interview and write the script for a proposed series on ex-President Harry Truman. He also felt one of the reasons it was never shown on television, even as late as 1971, was because he had been a blacklisted writer. Truman died in 1972, and Miller was asked to appear on television and tell some Truman stories, some of which he had been entertaining friends with over the years. Someone at the station suggested he should write a book making use of some of the stories. He still had the tapes and the mountains of notes he had made after each conversation, and so he went home and put together a thirty page proposal. It was turned down by at least eight publishers before it was picked up by G. Aurthur said, "No one will ever study or write about the time of Truman again without a bow of gratitude to Merle Miller. Never has a President of the United States, or any head of state for that matter, been so totally revealed, so completely documented Truman, and President Truman represents the spirit of Independence. Truman gave me is correct. Robert Ferrell of Indiana Universityâ€”has questioned the authenticity and accuracy of some of the statements that Miller attributed to Truman. It stayed in print, either in hard or soft cover for many years and, as late as 1971, was published as a "Classic Bestseller" by Black Dog and Leventhal. Controversy[ edit ] In *Plain Speaking* became the focus of a controversy. Ferrell, a historian who had also published a biography of Truman, asserted that Miller had fabricated many of the quotes in his book. Marshall wrote Eisenhower a letter threatening to ruin his career if he divorced his wife. A similar issue occurred with comments that Miller claimed Truman said about his former attorney general and later Supreme Court appointee, Justice Tom C. In Truman wrote a letter to Miller which read: I am not in favor of such articles, especially this one which has so many misstatements of fact in it. I am sorry that that is the case and if you publish it I shall make that statement public. But it did not happen that way. MacArthur was not only on the ground, he had arrived the night before. So as I think Mr. Truman would have said, the hell with the purists. There are already hundreds of books and there will be hundreds more to clear up those small details that Mr. Truman and his friends may have misremembered

### Chapter 5 : Orwell Thought That Plain Political Language Could Save Us. Then Came Trump. - POLITICO

*Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied.*

### Chapter 6 : PESA South Australia | The Plain English Speaking Award

*Plain public speaking pdf download cohoesfarmersmarketcom, plain public speaking public speaking wikipedia, public*

*speaking (also called oratory or oration) is the process or act of performing a speech to a live audience this type of speech is.*

### Chapter 7 : Plain English Speaking Award - New South Wales Final on Vimeo

*Rumor has it that this idea came from Winston Churchill, who used this technique (among others) to overcome his fears of speaking in public (he also apparently recommended that people practice their speeches in front of a mirror).*

### Chapter 8 : Plain English Speaking Awards - English Teachers Association Western Australia

*Public speaking master, Eamonn O'Brien is the founder of The Reluctant Speakers Club. Recent Posts How Instinct Saved Des's Life (And What Every Storyteller Needs to Know About Gut Reactions).*

### Chapter 9 : The Plain English Speaking Award

*The Plain Language Action and Information Network (PLAIN) is a community of federal employees dedicated to the idea that citizens deserve clear communications from government. We believe that using plain language saves federal agencies time and money and provides better service to the American public.*