

Writing for a Lay Audience

Douglas Findlay and Sian Rees

Big post its and pens
Exercise eggs on sheets
A4 hints and tips

Writing for a Lay Audience?

What do you need to get from this workshop?

Writing for a Lay Audience?

What is a challenge?

What challenges have emerged?

Language

**What words do you think people
might have a problem with?**

**What words do you think people
might have a problem with?**

What about these words?

Video Slide

Exercise

- **What is wrong with the piece?**
- **What do you need to do to make it better?**

Sharing your thoughts and improvements

- **What is wrong with the piece?**
- **What do you need to do to make it better?**
- **How has it been improved?**

Good Practice Poster

**What are the most important things
to remember?**

Top Tips

Plain English Campaign

- **Clear, concise, understandable**
- **Think of the audience not yourself**
- **Use short sentences**
- **Use everyday words**
 - **Technical language and acronyms**
- **Active verbs not passive**
 - **A report will be sent to your doctor.**
 - **We will send the report to you doctor.**

Top Tips

- **Font Size and Type?**

Top Tips - how to emphasise a point?

- Not underline
- NOT CAPITALS
- *Not Italics*
- **In bold**

Top Tips

- **Create logical stepping stones to make things easy to follow**
 - Eg bullets points

How are you going to improve your writing?

- **What are you going to start doing?**
- **What are you going to continue to do?**
- **What are you going to stop doing?**