How to Make Written Reports More Readable

Description: Good writing is writing that is easily understood. Readability research has identified several features of language that, when incorporated into one's writing, not only improve comprehension but also shorten the text by up to 30%. However, the skills and knowledge required to achieve this improvement are generally not taught in school and are rarely acquired without prolonged, intensive training. This webinar will introduce participants to several of these features and show how they improve writing.

The objectives of the webinar are to:

- Introduce the four characteristics on which work-related written communication can be assessed
- Explain several features of language proven to improve readability
- Dispel several myths about what makes writing more readable
- Show how writing can be shortened by up to 30%
- Consider some visual features that improve how well tables and graphs are understood
- Make the case that readability formulas do more harm than good

Why Should you Attend:

People who want to write more effectively by making several simple and straightforward changes in their writing.

Who can Benefit:

- Any industry in which writing is an integral part of one's job
- Anyone in any position who writes a great deal at work: managers, supervisors, professionals, researchers, technical writers, teachers, academics, secretaries, librarians, students, and sales people.

Topic Background:

Beginning with the Plain English movement in the 1970s, research into written communication has identified several features of a text that improve or reduce readers' understanding of the text and its elements, such as words, sentences, paragraphs, and sections.

Contents: Areas Covered:

The webinar will show how several aspects of a text can be improved:

- Words
- Phrases
- Sentences
- Paragraphs
- Headings
- Numbers
- Tables
- Graphs


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