

# DIN ISO 24495-1:2024-03 (E)

## Plain language - Part 1: Governing principles and guidelines (ISO 24495-1:2023)

---

<b>Contents</b>	<b>Page</b>
National foreword.....	3
Foreword.....	4
Introduction.....	5
<b>1 Scope</b> .....	<b>6</b>
<b>2 Normative references</b> .....	<b>6</b>
<b>3 Terms and definitions</b> .....	<b>6</b>
<b>4 Governing principles</b> .....	<b>8</b>
<b>5 Guidelines</b> .....	<b>8</b>
5.1 Guidelines for Principle 1: Readers get what they need (relevant).....	8
5.1.1 Overview.....	8
5.1.2 Identify the readers.....	8
5.1.3 Identify the readers' purpose.....	9
5.1.4 Identify the context in which readers will read the document.....	9
5.1.5 Select the document type or types.....	9
5.1.6 Select content that readers need.....	9
5.2 Guidelines for Principle 2: Readers can easily find what they need (findable).....	10
5.2.1 Overview.....	10
5.2.2 Structure the document for readers.....	10
5.2.3 Use information design techniques that enable readers to find information.....	10
5.2.4 Use headings to help readers predict what comes next.....	11
5.2.5 Keep supplementary information separate.....	11
5.3 Guidelines for Principle 3: Readers can easily understand what they find (understandable).....	11
5.3.1 Overview.....	11
5.3.2 Choose familiar words.....	11
5.3.3 Write clear sentences.....	12
5.3.4 Write concise sentences.....	13
5.3.5 Write clear and concise paragraphs.....	13
5.3.6 Consider including images and multimedia.....	13
5.3.7 Project a respectful tone.....	13
5.3.8 Ensure that the document is cohesive.....	14
5.4 Guidelines for Principle 4: Readers can easily use the information (usable).....	14
5.4.1 Overview.....	14
5.4.2 Evaluate the document continually as it is developed.....	14
5.4.3 Evaluate the document further with readers.....	14
5.4.4 Continue to evaluate readers' use of the document.....	15
<b>Annex A (informative) Overview of principles and guidelines</b> .....	<b>16</b>
<b>Annex B (informative) Sample checklist</b> .....	<b>17</b>
<b>Bibliography</b> .....	<b>19</b>