

ISO 24495-1:2023-06 (E)

Plain language - Part 1: Governing principles and guidelines

Contents		Page
Foreword.....		iv
Introduction.....		v
1	Scope	1
2	Normative references	1
3	Terms and definitions	1
4	Governing principles	3
5	Guidelines	3
5.1	Guidelines for Principle 1: Readers get what they need (relevant).....	3
5.1.1	Overview.....	3
5.1.2	Identify the readers.....	3
5.1.3	Identify the readers' purpose.....	4
5.1.4	Identify the context in which readers will read the document.....	4
5.1.5	Select the document type or types.....	4
5.1.6	Select content that readers need.....	4
5.2	Guidelines for Principle 2: Readers can easily find what they need (findable).....	5
5.2.1	Overview.....	5
5.2.2	Structure the document for readers.....	5
5.2.3	Use information design techniques that enable readers to find information.....	5
5.2.4	Use headings to help readers predict what comes next.....	6
5.2.5	Keep supplementary information separate.....	6
5.3	Guidelines for Principle 3: Readers can easily understand what they find (understandable).....	6
5.3.1	Overview.....	6
5.3.2	Choose familiar words.....	6
5.3.3	Write clear sentences.....	7
5.3.4	Write concise sentences.....	8
5.3.5	Write clear and concise paragraphs.....	8
5.3.6	Consider including images and multimedia.....	8
5.3.7	Project a respectful tone.....	8
5.3.8	Ensure that the document is cohesive.....	9
5.4	Guidelines for Principle 4: Readers can easily use the information (usable).....	9
5.4.1	Overview.....	9
5.4.2	Evaluate the document continually as it is developed.....	9
5.4.3	Evaluate the document further with readers.....	9
5.4.4	Continue to evaluate readers' use of the document.....	10
Annex A (informative) Overview of principles and guidelines		11
Annex B (informative) Sample checklist		12
Bibliography		14