

Translating Europe

Workshops 2022

MODERN WRITING AND READABILITY

Clear communication is the core of plain language that helps people make sense of complex information. The science of clear communication evolves, and we need to keep up-to-date. Which writing formula unlocks the reader's understanding? Learn to write for how the brain processes information.

Day 1

2:00 INTRODUCTION

Manuela Schlömmner, European Commission/DG Translation, and Annika Straube, University of Heidelberg/Institute for Translation and Interpreting, (in German)

2:10 VERSTÄNDLICHE UND BÜRGERNAHE SPRACHE: THEORETISCHE HINTERGRÜNDE UND PRAKTISCHE EINBLICKE



DR. CHRISTINE MÖHRIS, LEIBNIZ-INSTITUT FÜR DEUTSCHE SPRACHE

(Comprehensible and citizen-friendly language – theoretical background and practical insights; in German, other presentations in English.)

IDS | LEIBNIZ-INSTITUT FÜR
DEUTSCHE SPRACHE

3:00 CLEAR WRITING INITIATIVES OF THE EUROPEAN COMMISSION, ANYA MEHR, EUROPEAN COMMISSION/DG TRANSLATION



Editing Unit



3:30 BREAK

**3:50 SPEAKER INTRODUCTION OF
CHERYL STEPHENS**

Clear writing coach and plain language expert



4:00 WHAT IS PLAIN LANGUAGE?

International definition and language neutrality

4:30 WRITING FOR THE READER BRAIN

Even with good grammar, problems arise from processing difficulty and language complexity.

**5:15 WORDS AND SENTENCES THAT DELIVER
CLEAR MEANINGS**

Why readers need the default patterns in a specific language.

6:00 PREVIEWING

How to capture readers' attention and engagement in a world of competition for attention and information overload.

7:00 END OF DAY 1

Day 2

**2:00 CLEAR LANGUAGE IN TEXT, AUDIO AND VIDEO:
REACHING EU CITIZENS, BENJAMIN
GRIMSHAW & THOMAS WILLIAMS, CITIZENS'
LANGUAGE DIRECTORATE OF THE EUROPEAN
PARLIAMENT'S TRANSLATION SERVICE**



3:00 THINKING ON PAPER FOR THE READER'S PROCESS, CHERYL STEPHENS



If writing is thinking on paper, how is reading bound by our system of thinking?

3:30 BREAK

3:45 COGNITIVE LOAD AND WORKING MEMORY

How much information can the reader manage without experiencing overload? Learn to accommodate the reader's limits.

4:30 MODERN MEASURE OF READABILITY

Brain sciences have discovered better ways to assess readability than the old algorithms.

5:15 WHAT ARE WRITEABILITY GUIDELINES?

Bring it all together for the readers' ease and information gain.

6:00 APPLYING ISO PRINCIPLES

Prepare for the plain language of the International Standards Organization.

7:00 END

Goodbye