



#ATA63xI8

Friday, October 14th, 11:00 am

To Cheat or Not to Cheat: Value-Added Translations with Plain Language

with
Romina Marazzato Sparano



About Romina

Education & Research



Professional Practice



Leadership



Standards & Curriculum



@LanguageCompass

in/rominasparano/

romina@languagecompass.com

How We'll Tackle This Topic



What is plain language?



Why is plain language needed?



Where does it fit with translation?



How do we practice plain language?



What is Plain language?

Spot the Differences!



Proxy Access Authorization Form

The disclosure obligations of your proxy representative is not bound to privacy by federal privacy regulations so that the information accessed by the proxy could be re-disclosed by such person leaving it unprotected.

Health Care Proxies

A health care proxy is a document that names someone you trust as your proxy or agent. This person will express your wishes and make health care decisions for you if you become unable to do that for yourself.

Plain Language Helps Readers Get the Message

wording

structure

DESIGN



find



understand



use

International
PLAIN LANGUAGE

PLAIN Plain Language
Association
International



Center for Plain Language

CLARITY

Plain Language

Writing, structure, and design

that help readers :



Find what they need,



Understand what they find, and



Use that information.

International
PLAIN LANGUAGE



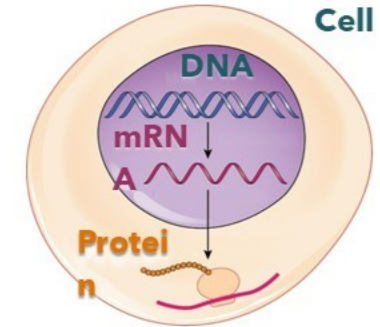
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© Romina Marazzato Sparano

The mRNA vaccine for COVID-19

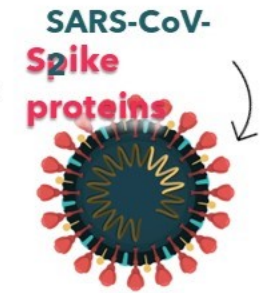
What is mRNA?

Messenger RNA, or mRNA, is genetic material that tells cells how to make proteins.



What causes COVID-19?

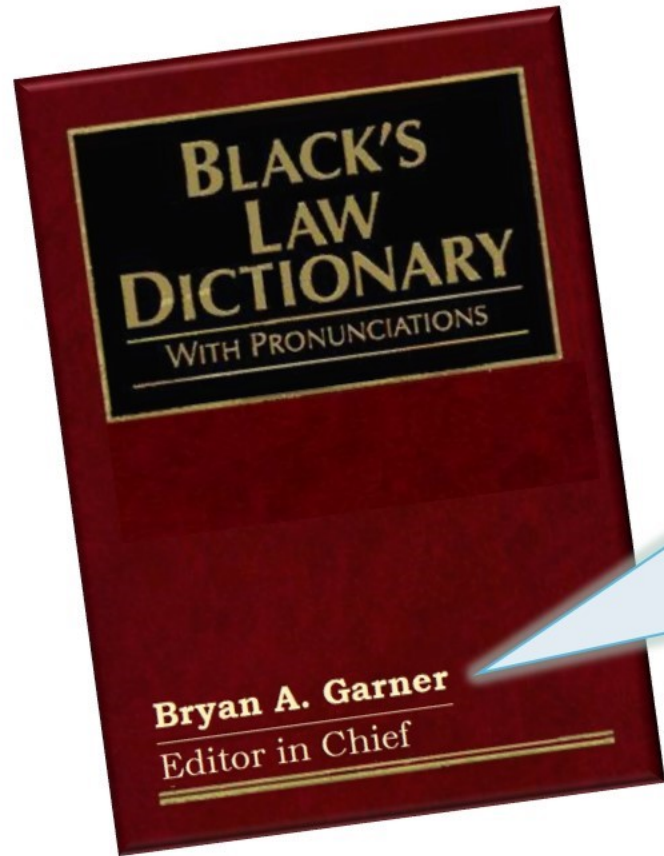
COVID-19 is caused by a coronavirus, SARS-CoV-2, that has a crown-like surface formed by proteins. These proteins, called spike proteins, help the virus invade human cells and cause disease.



How does the vaccine for COVID work?

The vaccine contains mRNA from the virus that teaches your cells to make copies of the spike protein. Your immune system learns to recognize the spikes and fight them off. Later, if you are exposed to the real virus, your immune system...

Plain Language Promotes Clarity with Style



The idiomatic and grammatical use of language that most effectively presents ideas to the reader

Plain Language is Also for Health Experts!

TECHNICAL COMMUNICATIONS



LAY LANGUAGE / PLAIN ENGLISH



EASY READ & CONTROLLED LANGUAGES



THE NEW ENGLAND JOURNAL OF MEDICINE

ORIGINAL ARTICLE

Nintedanib for Systemic Sclerosis-Associated Interstitial Lung Disease

Oliver Distler, M.D., Kristin B. Highland, M.D., Marina Galkanova, M.D., Arata Arima, M.D., Arsh Fischer, M.D., Maureen D. Mayes, M.D., Ganesh Raghu, M.D., Wiebke Sauter, Ph.D., Manning Grand, M.Sc., Margarida Alves, M.D., Emmauelle Christine Beatty, M.D., Susanne Stowasser, M.D., Kay Tetzlaff, M.D., Masataka Kamura, M.D., and Toby M. Maher, M.D., for the SENSISC Trial Investigators*

ABSTRACT

BACKGROUND: Interstitial lung disease (ILD) is a common manifestation of systemic sclerosis and a leading cause of systemic sclerosis-related death. Nintedanib, a tyrosine kinase inhibitor, has been shown to have antifibrotic and antiinflammatory effects in preclinical models of systemic sclerosis and ILD.

DESIGN: We conducted a randomized, double-blind, placebo-controlled trial to investigate the efficacy and safety of nintedanib in patients with ILD associated with systemic sclerosis. Patients who had systemic sclerosis with an onset of the first non-Raynaud's symptom within the past 7 years and a high-resolution computed tomographic scan that showed fibrosis affecting at least 10% of the lungs were randomly assigned, in a 1:1 ratio, to receive 300 mg of nintedanib, administered orally twice daily, or placebo. The primary end point was the annual rate of decline in forced vital capacity (FVC), assessed over a 52-week period. Key secondary end points were absolute changes from baseline in the modified Rodan skin score and in the total score on the St. George's Respiratory Questionnaire (SGRQ) at week 52.

RESULTS: A total of 576 patients received at least one dose of nintedanib or placebo; 51.9% had diffuse cutaneous systemic sclerosis, and 48.4% were receiving mycophenolate at baseline. In the primary end-point analysis, the adjusted annual rate of change in FVC was -54 ml per year in the nintedanib group and -63 ml per year in the placebo group (difference, 4.8 ml per year; 95% confidence interval [CI], 2.9 to 7.0 ; $P=0.04$). Sensitivity analyses based on multiple imputation for missing data yielded P values for the primary end point ranging from 0.06 to 0.30. The change from baseline in the modified Rodan skin score and the total score on the SGRQ at week 52 did not differ significantly between the trial groups, with differences of -0.21 (95% CI, -0.54 to 0.53 ; $P=0.58$) and 1.07 (95% CI, -0.73 to 4.12 [not adjusted for multiple comparisons], respectively). Diarrhea, the most common adverse event, was reported in 75.7% of the patients in the nintedanib group and in 31.6% of those in the placebo group.

CONCLUSIONS: Among patients with ILD associated with systemic sclerosis, the annual rate of decline in FVC was lower with nintedanib than with placebo, no clinical benefit of nintedanib was observed for other manifestations of systemic sclerosis. The adverse-event profile of nintedanib observed in this trial was similar to that observed in patients with idiopathic pulmonary fibrosis, gastrointestinal adverse events, including diarrhea, were more common with nintedanib than with placebo. (Funded by Boehringer Ingelheim; SENSISC ClinicalTrials.gov number, NCT02597913.)

DOI: 10.1056/NEJMoa1812608

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Boehringer Ingelheim

SENSISC®

A study to compare nintedanib with placebo for patients with scleroderma-related lung fibrosis

This is a summary of a clinical study about scleroderma (also called systemic sclerosis). This summary describes the results of the study.

We thank all patients who took part in this study. You helped researchers answer important questions about nintedanib and the treatment of scleroderma-related lung fibrosis.

What was this study about?

This study was done to find out whether a medicine called nintedanib helps patients with scleroderma, who have lung fibrosis due to their disease. Scleroderma is a rare disease that can cause thickening and hardening (fibrosis) of the skin and other organs.

In many people with scleroderma, the disease causes lung fibrosis (also called interstitial lung disease). Lung fibrosis means that the lungs become stiffer and thicker. This can make breathing difficult. Lung fibrosis often worsens over time.

Why was the study needed?

There are not many treatment options for patients with scleroderma who have lung fibrosis due to their disease. New treatments are needed.

Which medicines were studied?

We studied the medicine nintedanib. Researchers think that nintedanib can block biological signals that take place in the process of tissue hardening (fibrosis). Nintedanib is used to treat a disease called idiopathic pulmonary fibrosis, which is another type of lung fibrosis. In idiopathic pulmonary fibrosis, lung function worsens as the disease progresses. Nintedanib can help to slow down worsening of lung function. Nintedanib is taken as a capsule that patients swallow.

Half of the patients in this study took nintedanib, and the other half took placebo. The placebo capsules looked just like the nintedanib capsules, but did not contain any medicine. We compared nintedanib with placebo to find out whether nintedanib works in patients who have scleroderma with lung fibrosis.

14 May 2019 BI 1199.214 Page 2 of 8

Un estudio para comparar nintedanib con placebo para pacientes con fibrosis pulmonar asociada a esclerodermia (estudio SENSISC®, 1199.214)

Boehringer Ingelheim

La esclerodermia (también llamada esclerosis sistémica) es una enfermedad rara. La esclerodermia puede afectar a la piel y a otros órganos. En algunas personas con esclerodermia, la enfermedad provoca fibrosis pulmonar.

Este estudio quería averiguar si: ¿Un medicamento llamado nintedanib ayuda a pacientes que tienen fibrosis pulmonar debido a esclerodermia?

Cada paciente tomó dos veces al día

- 1 150 mg de nintedanib o bien
- 1 placebo que no contenía ningún medicamento

Los pacientes que participaron tenían esclerodermia con fibrosis pulmonar

edad

25% hombres 75% mujeres

576 pacientes de 31 países en Europa, Canadá y EE.UU., Asia y otras regiones participaron.

RESULTADOS

Por término medio, después de 1 año de tratamiento, nintedanib ralentizó la pérdida de la función pulmonar en un 44%.

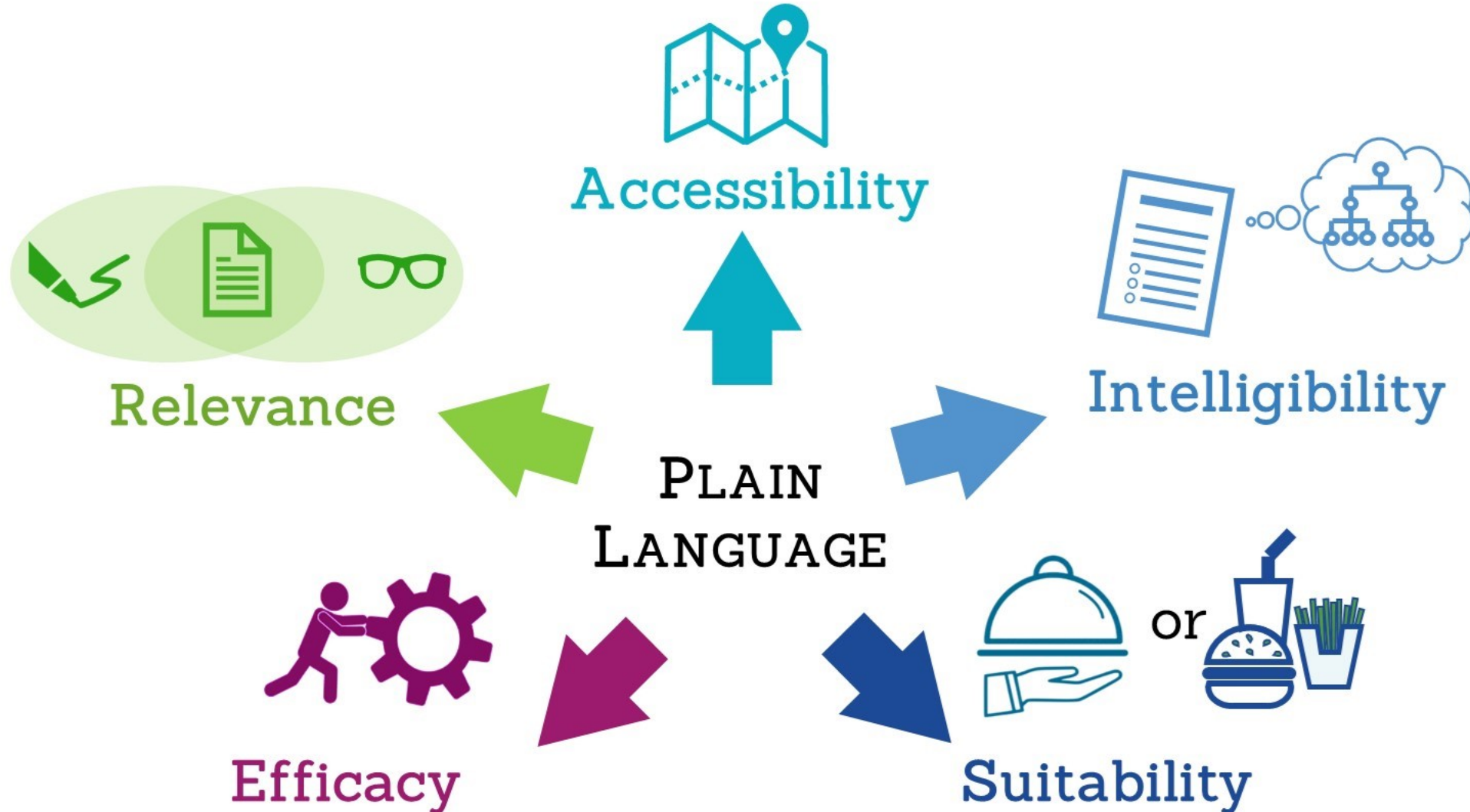
El 83% de los pacientes que tomaron nintedanib y el 43% de los pacientes que tomaron placebo tuvieron efectos no deseados.

La diarrea fue el efecto no deseado más frecuente: el 68% de los pacientes que tomaron nintedanib y el 20% de los pacientes que tomaron placebo tuvieron diarrea.

Diagrama de barras que muestra el cambio anual en la CFV (ml) para nintedanib (-52 ml) y placebo (-93 ml).

Boehringer Ingelheim International GmbH

PL is Based on 5 Principles: R A I S E



Why is Plain Language Needed?

Skills Levels are Slipping

Literacy



1 in 6 Americans

Numeracy

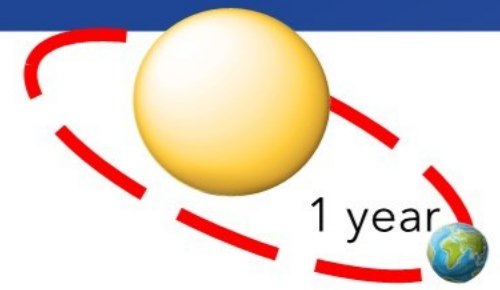


Nearly 1 in 3

LESS-THAN-BASIC

We need
CLARITY

Areas of Need in 21st Century Skills



Public



- 25% do NOT understand Earth orbit

Law



- 50% major bills have a scientific component

Science

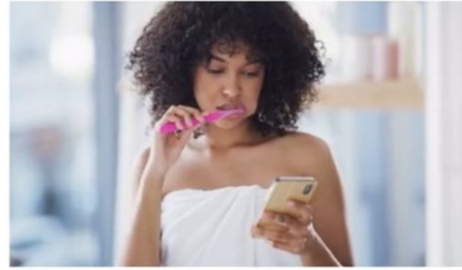


- 73% more citations if in NY Times

Skills Include a Situational Component



PL Fits our “Multitasking” Lifestyle



PL has a Long History



~ 70



1417



1973



2000s



2021

870s



1944



1994



2010

Public Law
111-274

Stay off gobbledygook language.

Plain Language Benefits Business



Saves Time



Makes Money



Boosts Credibility



Supports Compliance



Gives Peace of Mind

How does Plain Language Fit with Translation?

Translation is a complex task:

- **Terminology**

- Subject Matter Expertise

- **Grammar & Textual Conventions**

- Translation Expertise

- **Language Idiosyncrasies**

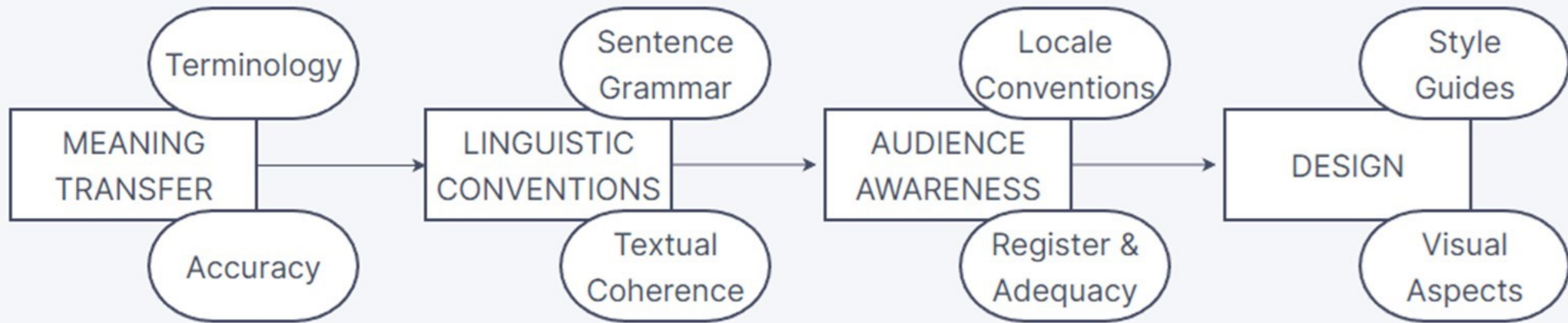
- Language Expertise
 - Syntactic Mismatches: verbs, resultatives, nominalizations
 - Rhetorical Style: length, embedding, abstraction

- **Communication Expertise**

- **Plain Language**

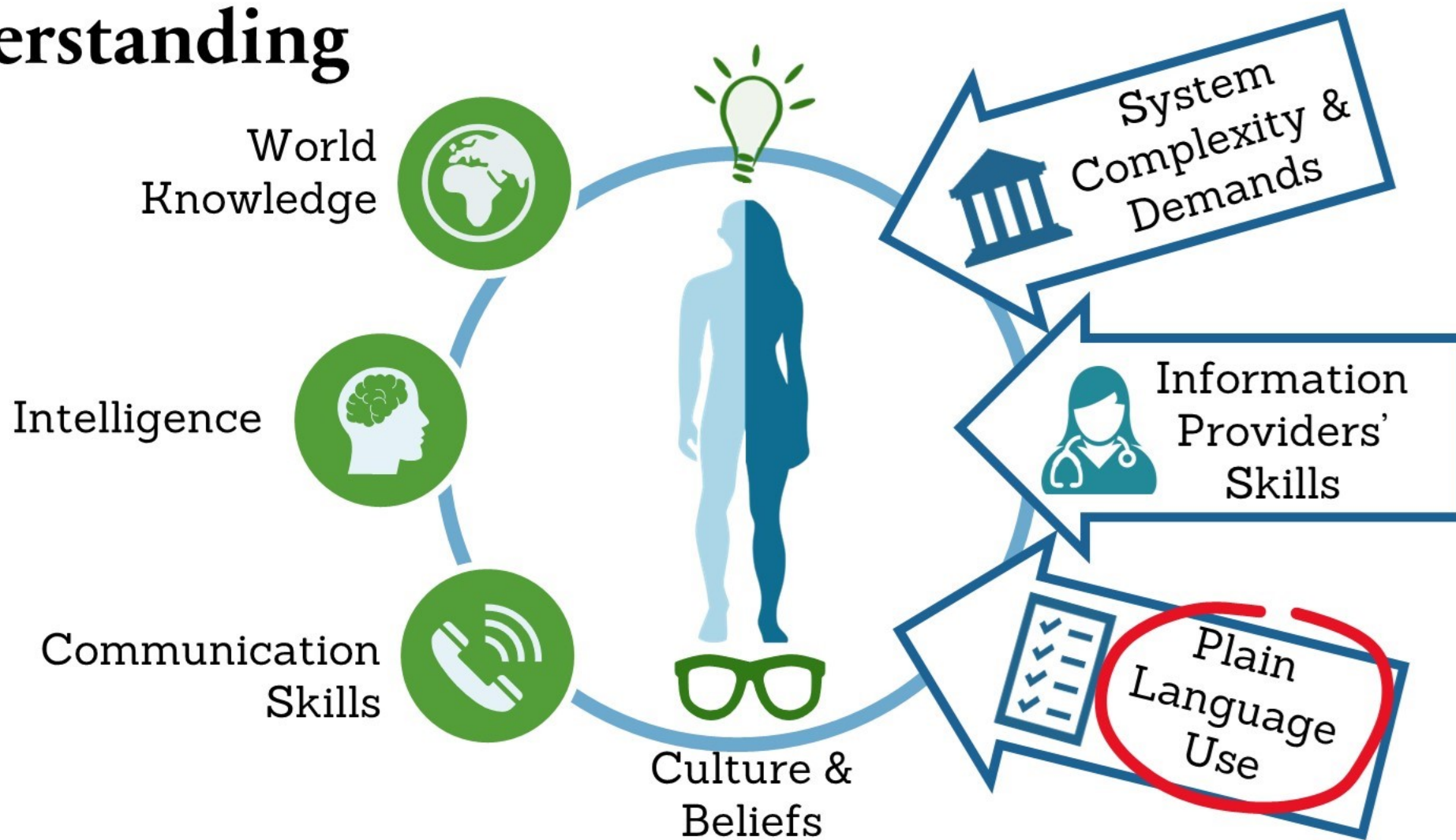
- RAISE: Relevance/Accessibility/Intelligibility/Suitability/Efficacy

Translation Assessment



Based on MQM Error Typology used for ASTM Standards

Understanding



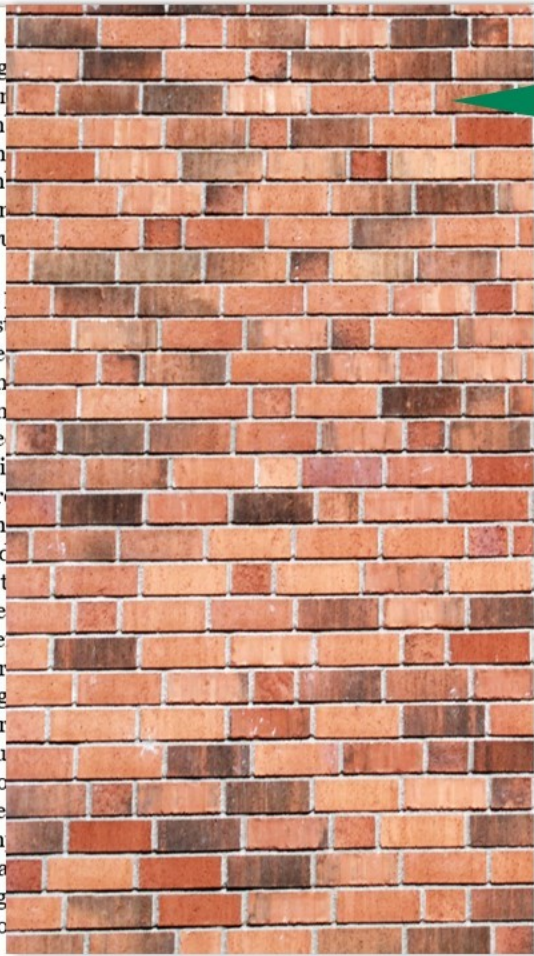
Interventions in...

Writing

structure

DESIGN

La vagina es un canal muscular que conecta el útero con el exterior del cuerpo. Es el lugar donde se produce la salida de la sangre y los coágulos durante la menstruación. Es el lugar donde se produce la salida de la leche durante la lactancia. Es el lugar donde se produce la salida de la orina durante la micción. Es el lugar donde se produce la salida de la saliva durante la deglución. Es el lugar donde se produce la salida de la sudoración durante la actividad física. Es el lugar donde se produce la salida de la respiración durante la vida. Es el lugar donde se produce la salida de la vida durante la existencia.



La histerectomía vaginal es una cirugía para extirpar el útero (matriz) a través de la vagina. El útero es el lugar donde crece el bebé cuando una mujer está embarazada. Después de una histerectomía, ya no tendrá períodos menstruales ni podrá quedar embarazada.

En una cirugía asistida por laparoscopia, el cirujano usa una pequeña cámara llamada laparoscopio.

Es posible que necesite una histerectomía para tratar una de las siguientes afecciones, sobre todo cuando los medicamentos u otros tratamientos no han funcionado:

Fibromas: Tumores benignos en el útero. Un tumor benigno es un crecimiento de células anormales que destruye el tejido sano. Sin embargo, puede ejercer presión sobre otros órganos y causar problemas.

Endometriosis: Es el crecimiento de tejido endometrial fuera del útero y en los órganos cercanos. El tejido endometrial es el revestimiento interno del útero. La endometriosis puede causar períodos menstruales dolorosos, sangrado vaginal anormal y pérdida de fertilidad.

Sangrado vaginal anormal: es un sangrado que no forma parte de la menstruación normal, e incluye períodos inusualmente largos o abundantes.

¿Qué es una histerectomía vaginal?

La histerectomía vaginal es una cirugía para extirpar el útero (matriz) a través de la vagina. El útero es el lugar donde crece el bebé cuando una mujer está embarazada. Después de una histerectomía, ya no tendrá períodos menstruales ni podrá quedar embarazada.

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Sistema reproductivo femenino



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Es posible que necesite una histerectomía para tratar una de las siguientes afecciones, sobre todo cuando los medicamentos u otros tratamientos no han funcionado:

• **Fibromas:** Tumores benignos en el útero. Un tumor benigno es un crecimiento de células anormales que no destruye el tejido sano. Sin embargo, puede ejercer presión sobre otros



How can we Practice Plain Language?

Interventions in Terms of RAISE Standards



Define, state, and stay on topic.



Guide with rhetorical structure and meaningful design.



Reflect clear thinking--and, when possible, streamline the process!



Support with empathy and adequate style



Invite collaboration and test!

*Write for **textuality** and adequacy*



Relevance: Distil & Prioritize Content

What are polyps?

A colonoscope, the flexible device used to inspect the colon, can grab and snip off polyps if they are relatively small. A polyp is a small clump of cells that forms on the lining of the colon...

What are colon polyps?

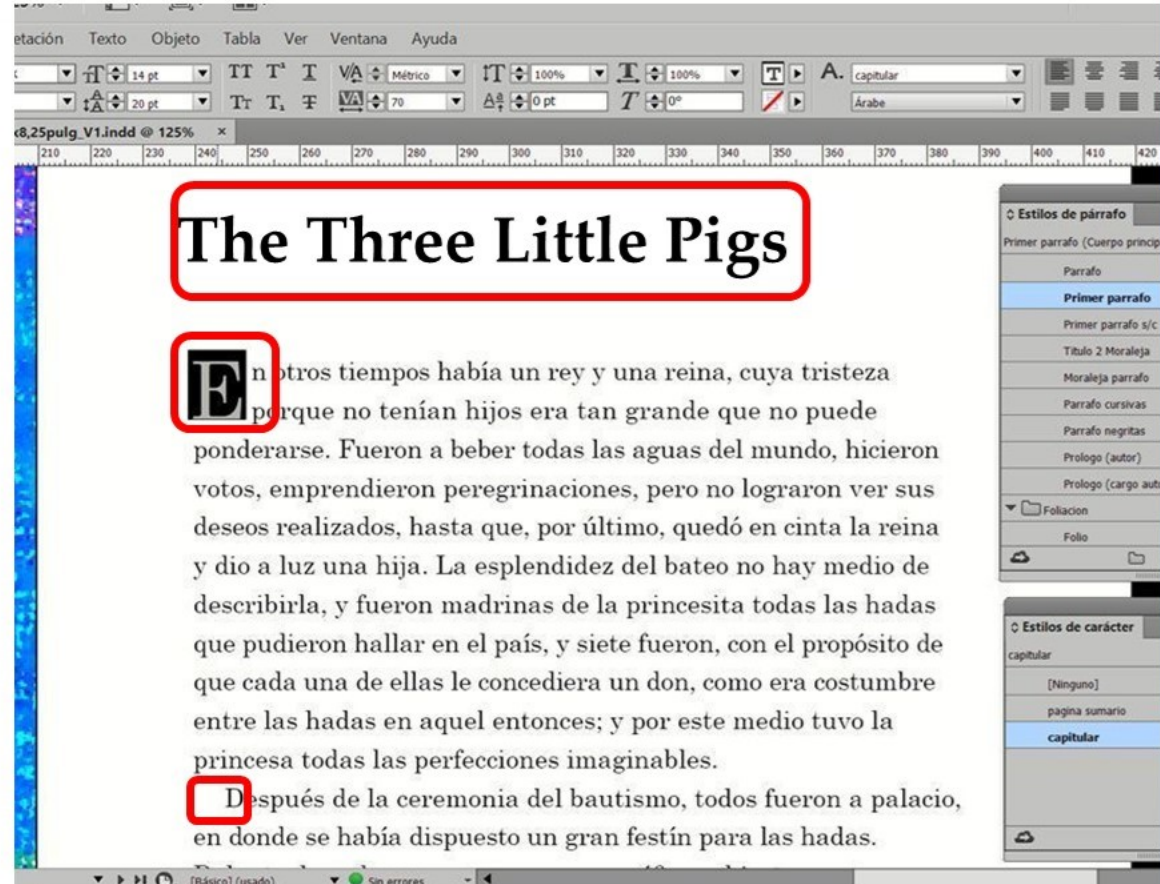
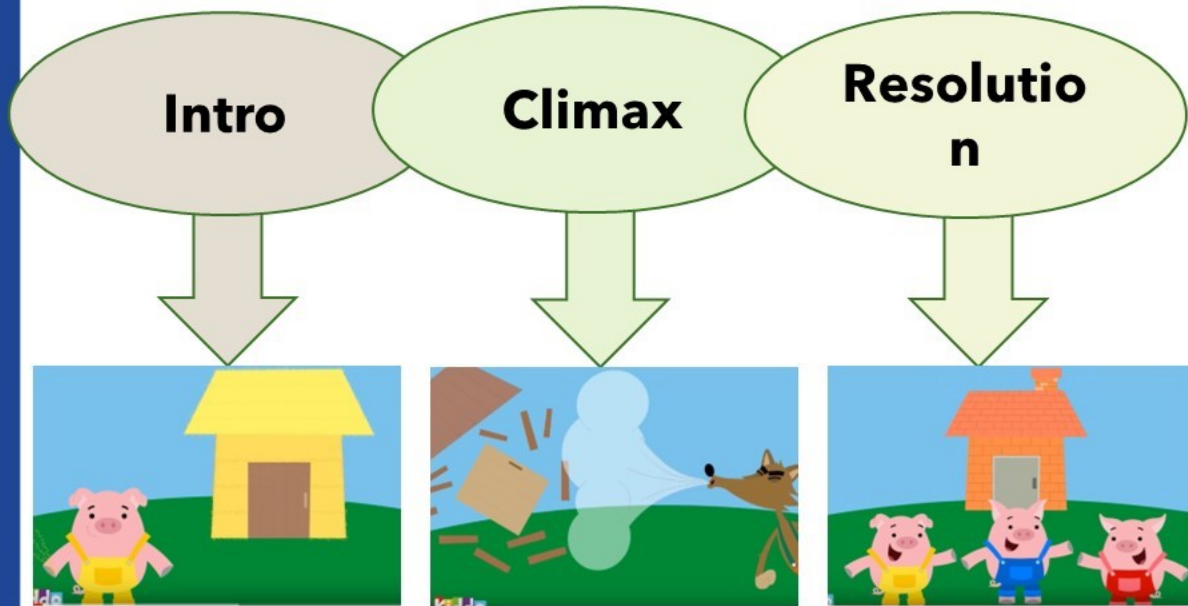
A polyp is a small clump of cells that forms on the lining of the colon. Most colon polyps are harmless. But over time, some can develop into colon cancer...

Accessibility: organize, format, & design

Superstructure or typical outline for the text type/genre

Titles, headings, decorated capital, indent, spacing, etc.

Narrative Superstructure



Accessibility

WCAG & Section 508 of the Rehabilitation Act (US)

- provide accessible ICT to people with disabilities

Headings

2. The document uses heading styles.

Images and Other Objects

10. Images and other objects have alternative text.

Color Contrast

13. The color contrast between text and background is sufficient.

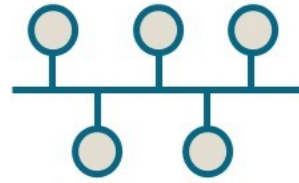
Use Patterns Fitted to your Purpose



Sequence



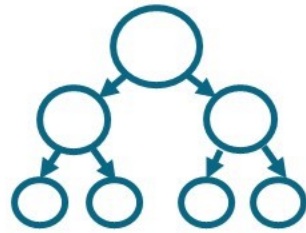
Cause & Effect



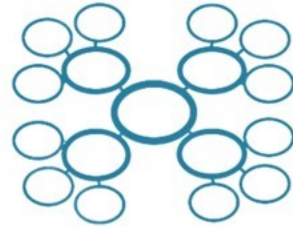
Chronology



Problem & Solution



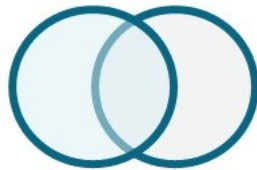
Hierarchies



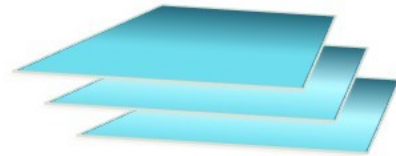
Topics



Q & A



Compare & Contrast



Layered Patterns

IMPORTANT COVID-19 VACCINE REMINDERS

Schedule your appointment 1-2 days in advance and remember to bring your ID. Now, everyone 12 years of age and older is eligible for vaccination.

Follow social distancing measures while at the vaccination center. Proceed to the observation room after vaccination as a precaution against allergic reactions. Schedule your appointment for the second dose, unless you received the Janssen vaccine.

IF YOU HAVE QUESTIONS, YOU CAN SEND US AN EMAIL TO: COVID19@VALLEYHOSPITAL.COM

IMPORTANT REMINDERS ABOUT THE COVID-19 VACCINE

- 1 Now, everyone 12 years of age and older is eligible for vaccination!
- 2 Schedule your appointment 1-2 days in advance and remember to bring your ID.
- 3 While at the vaccination center, follow social distancing measures to prevent the spread of Covid-19.
- 4 After vaccination, stay in the observation room as a precaution against allergic reactions.
- 5 Before leaving, schedule your appointment for the second dose, unless you got the Janssen vaccine.

QUESTIONS? EMAIL US AT: COVID19@VALLEYHOSPITAL.COM

VALLEY HOSPITAL

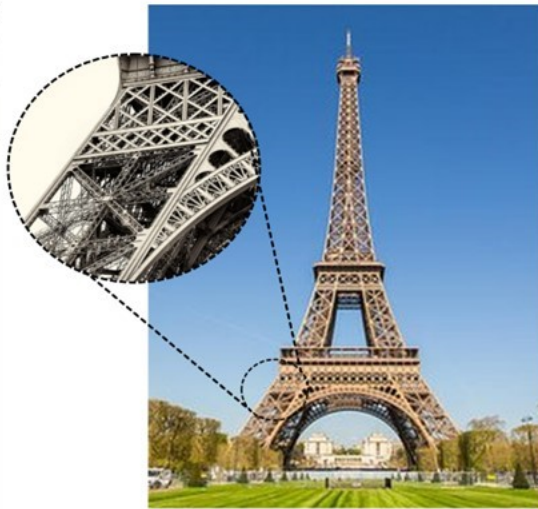
Apply Plain Language Principles to Visual Help

Microscopic structure of bone

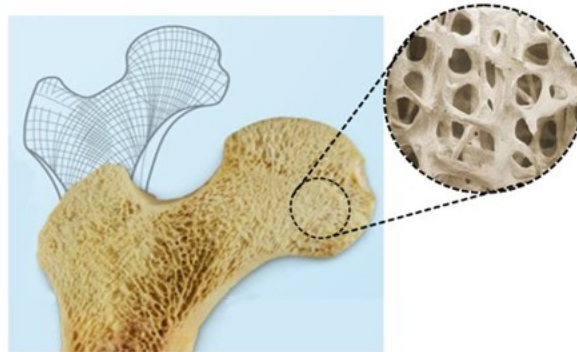
- Cancellous (spongy) bone
 - Found sandwiched between compact bone.
 - No osteons
 - Contains needle like Trabeculae
 - Bone cells found in trabeculae
 - Nutrient through
 - Bone m spongy



Trabecular Bone

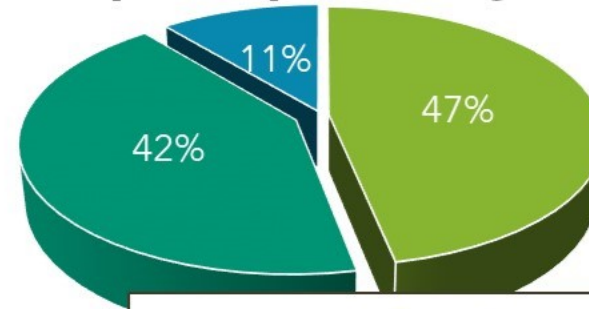


- Structural support & flexibility
- Lighter than compact bone



Trabeculae: 3D Lattice

11,4% youth
between 12-25 abuse
prescription drugs

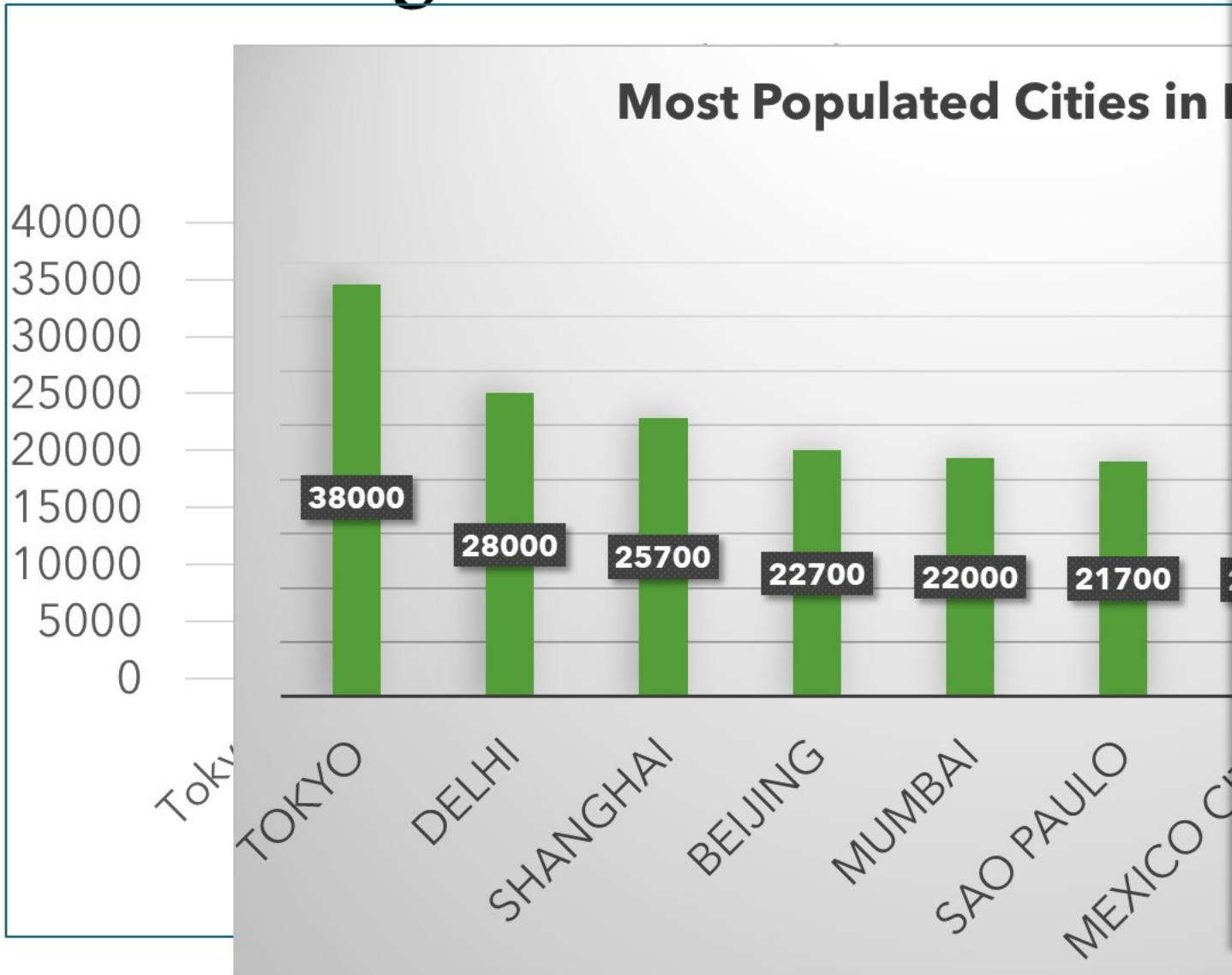


1 in 9 youth
between 12 and 25



abuse prescription drugs

Visualizing Data



City	Population in M
Tokyo	38,000
Delhi	28,000
Shanghai	25,700
Beijing	22,700
Mumbai	22,000
Sao Paulo	21,700
Mexico City	21,500
Cairo	20,000
Dakha	19,700
New York	18,700

Anchor Images with Text



You can shower,
but do not take a bath

Intelligibility: Writing Interventions

- Grammar
- Cohesion
- Coherence



>> Go Beyond "Bulleted" Advice!

Know the Differences Between Spoken and Written

Don't write as if you were speaking

SPEECH

- ▶ Extemporaneous
- ▶ Loose structure
- ▶ Process
- ▶ Synchronous with revision



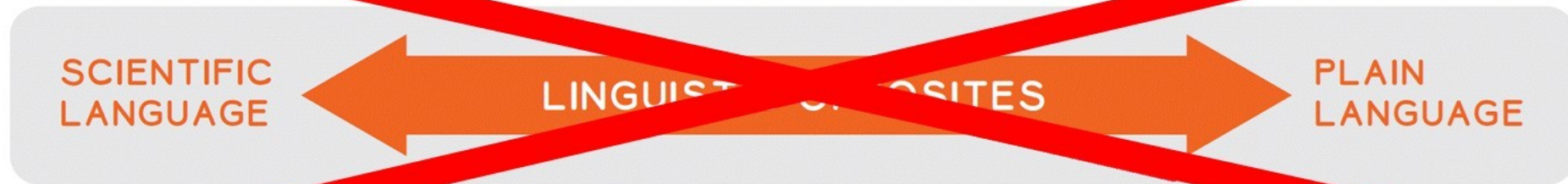
WRITING

- ▶ Planned
- ▶ Tight structure
- ▶ Product
- ▶ Asynchronous with revision



Plain Language Works in Science & Technology

As illustrated below, the linguistic differences between scientific and plain language content are significant.



Linguistic traits of scientific research content:

- Complex syntactical sentence structures
- Technical terminology
- Complex words
- Professional jargon
- Passive language
- Impersonal tone of voice

Linguistic traits of lay language content:

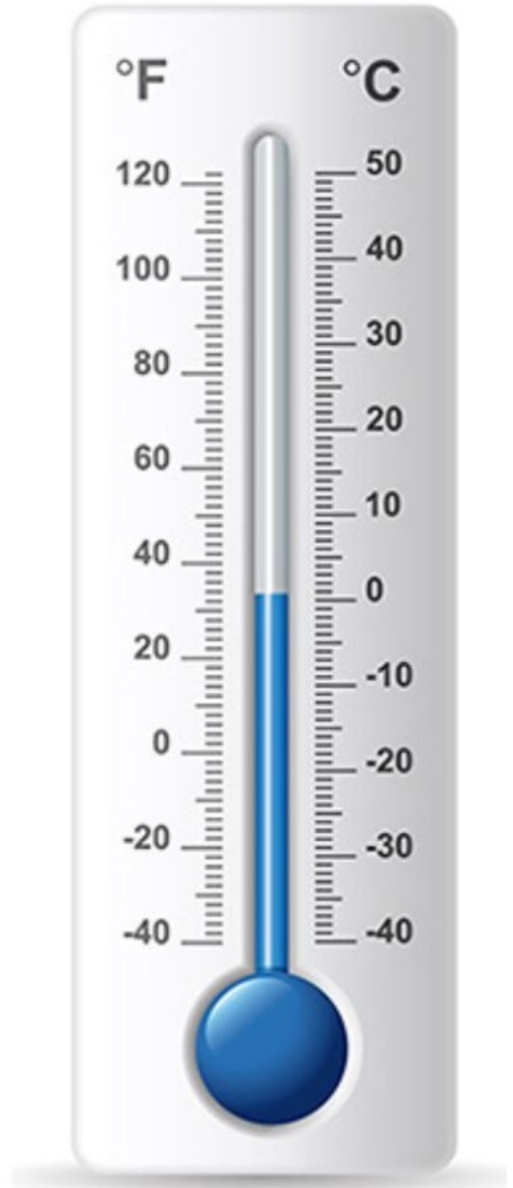
- Simple syntactical sentence structures
- Straightforward language
- Simple words
- Common terms
- Active language
- Engaging tone of voice

Warning About Readability Formulas

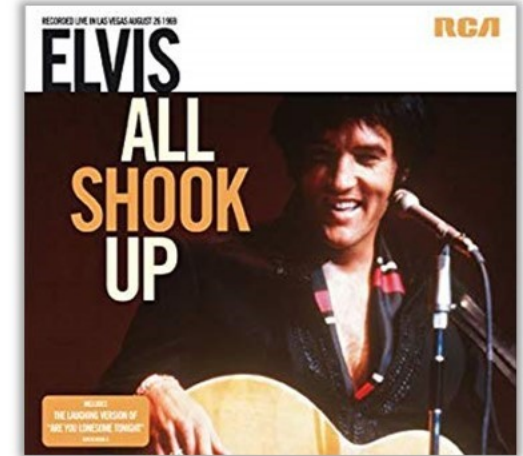
- Word Length
- Sentence Length
- No Whole Text
- Grammaticality & Connectivity?
- Structure & Design?
- Meaningful & Interesting?

Flesch Kincaid Grade Level

$$0.39 \times \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \times \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$



The Passive Voice Can Shed Light on the Object



“someone or something has shaken me all up”

 Whole Foods, who packs a month's supply of food in a single grocery bag, was bought by Amazon, who ships a paper clip in a refrigerator box.
6:41 AM - Jun 16, 2017

The Passive Voice Can Shed Light on the Object

Somebody from the Laius house told a servant to get rid of the child, who brought it to the shepherd.

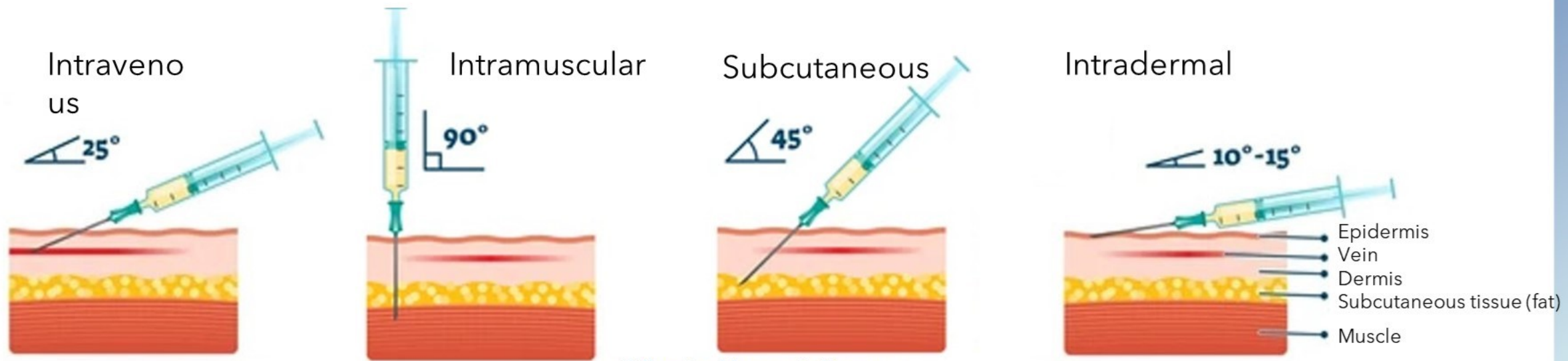
Oedipus

The baby had been brought to the shepherd by a servant from the Laius house, who had been told to get rid of the child.

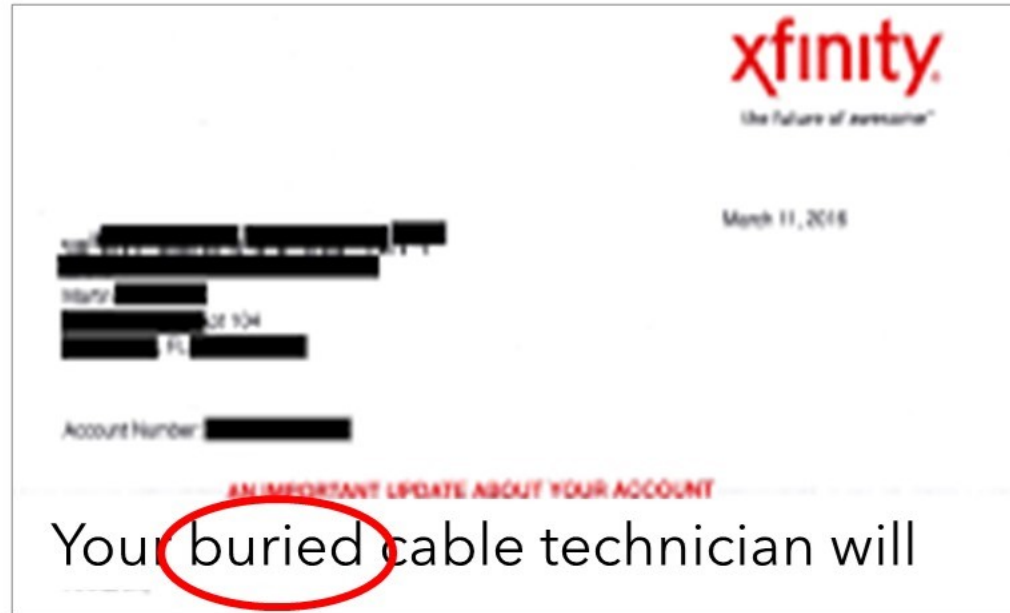
Oedipus

Be Flexible when “Adapting” Jargon

Tehcnical term	Lay Explanation
Intravenous	administered by injection into a vein
Intramuscular	administered by injection into a muscle
Subcutaneous	administered by injection into the skin



Watch out for Wrong Words & Noun Piling



NCBI
National Center for
Biotechnology Information

"a steroid-induced GABA channel burst duration prolongation"

Lost in Translation (Slobin, 2004)

- *Manner lost into Romance*

A bird flew into the house.

Un oiseau entra dans la maison.

Un uccello è entrato in casa.

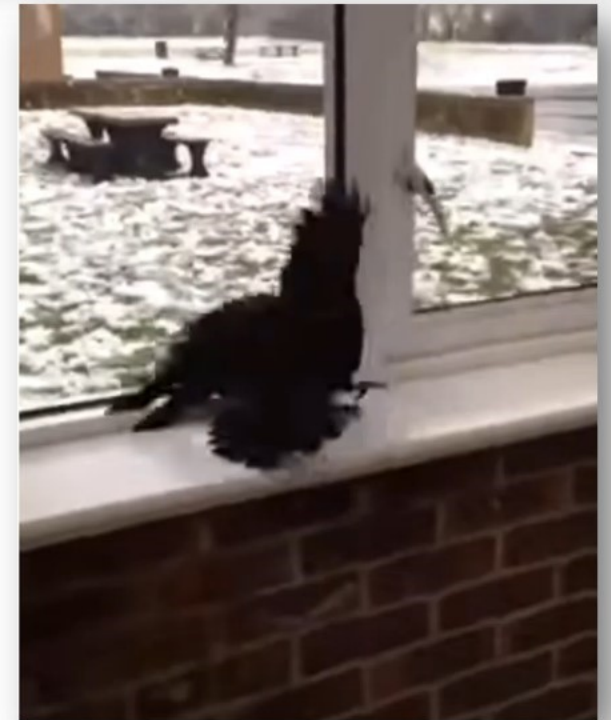
Un pájaro entró a la casa.

- *Manner not recovered into English*

A bird entered the room.

A bird got into the room.

A bird flew into the house.



Find Alternatives for Nominalizations



- Use a **sensory image**

have a shared knowledge and understanding > **be on the same page**

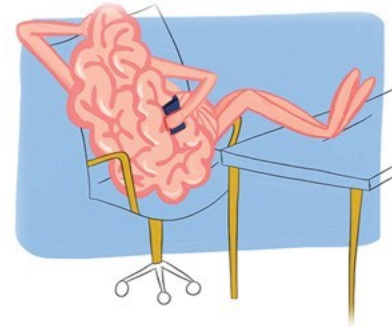
- Recover **idiomatic verbs**

Our goal is the improvement of the quality > to **bring up** the quality

- Find an **alternative cohesion** strategy

We had to postpone the procedure due to... This postponement led to
> ...**Putting off** the procedure led to...

Clarify Ambiguities



Commas
are a pause
for the mind!

Migraines strike twice as many women as ~~do~~ men.

Employees must wash ~~all~~ their hands before returning to work.

Recast to Fix “Miss stakes wee May knot sea”

We advised the patient to force fluids through his interpreter.

The patient was side-swiped by a car riding a bicycle.

Administer 4IU insulin.

41 units?!

4 international units

while



Use Parallel Structure



The teacher reminded the class **to study** and **that they should practice** their vocabulary words every night.



The teacher reminded students **to study** and **practice** their vocabulary words every night.



Occam's Razor: SIMPLIFY

Clarify Garden Paths



The new data convinced her students have the maturity to talk about difficult subjects.

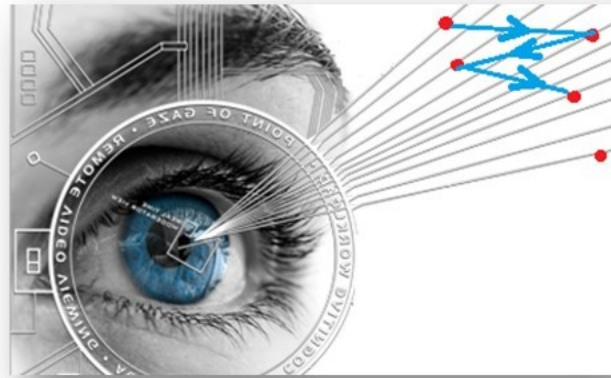
convinced...

her students

her that students have...

NP: possessive + noun

Object + Subordinate Clause



Small Words Matter!

Translate for Meaning, with Rhetorical Preferences

Gerund

Due azionisti ancora controllano due terzi dei diritti di voto, pur avendo conservato solo un 15% del capitale.

Two shareholders still control two-thirds of the voting rights, while having retained only 15% of the shares.

Two shareholders still control two-thirds of the voting rights, even though they only retained 15% of the shares.

Think Beyond Segments – BEFORE

Des changements inspirés par la pandémie, notamment la possibilité de travailler à distance et/ou à domicile, ont transformé les mentalités et les attentes de nombreux travailleurs et employeurs qui doivent, d'une part, être disposés à offrir une plus grande flexibilité de travail et des salaires plus élevés et, d'autre, apprendre à faire preuve d'innovation et de savoir sortir des sentiers battus.

The changes inspired by the pandemic, including the ability to work remotely and/or at home, have transformed the mindsets and expectations of many workers and employers who must, on one hand, be willing to provide greater work flexibility and higher pay, and, on the other, learn how to show innovation and to think outside the box.

Think Beyond Segments – AFTER

The changes inspired by the pandemic, including the ability to work remotely and/or at home, have transformed the mindsets and expectations of many workers and employers who must, on one hand, be willing to provide greater work flexibility and higher pay, and, on the other, learn how to show innovation and to think outside the box.

Pandemic-inspired changes, like the ability to work remotely, have changed the mindsets and expectations of many workers and employers. Employers must now be willing to provide greater work flexibility and higher pay, while workers need to learn how to be innovative and think outside the box.

Go Beyond Term Substitutions

Migraine is an **incapacitating disorder** of **neurovascular nature**, **characterized** by **paroxysmal** attacks of unilateral throbbing headache and autonomic nervous system dysfunction, including sensitivity to...

Readability
Post-graduate
Words: 23

Migraine is a **disabling condition** that affects nerves and blood vessels. **Its main symptom** is **sudden** pounding pain usually on one side of the head. It also includes other symptoms such as sensitivity to...

Readability
Grade 7
Words: 33

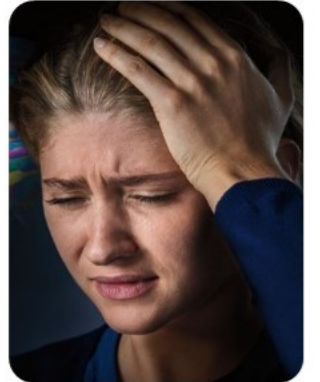


Go Beyond Term Substitutions

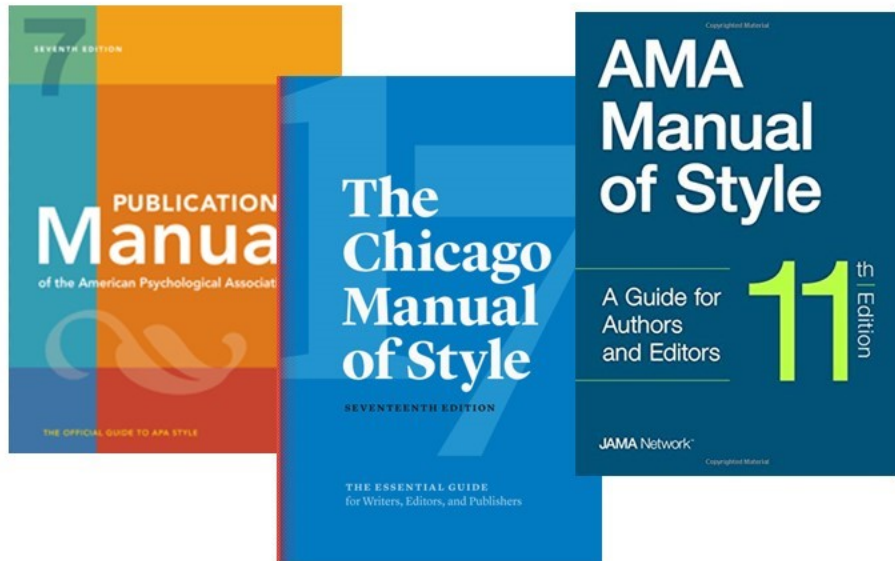
Migraine is a disabling condition that affects nerves and blood vessels. Its main symptom is sudden pounding pain usually on one side of the head. It also includes other symptoms such as sensitivity such as light sensitivity, increased sense of smell, or...

Migraine is a type of **headache** that:

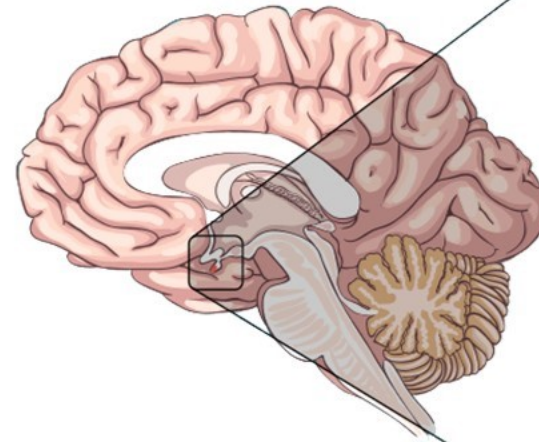
- can limit your ability to work, study, or enjoy life,
- causes pounding pain, often on one side of the head, and
- includes symptoms like sensitivity to sound, light, or smell.



Suitability: Use Style and Empathy



Empathy is in our Brain!

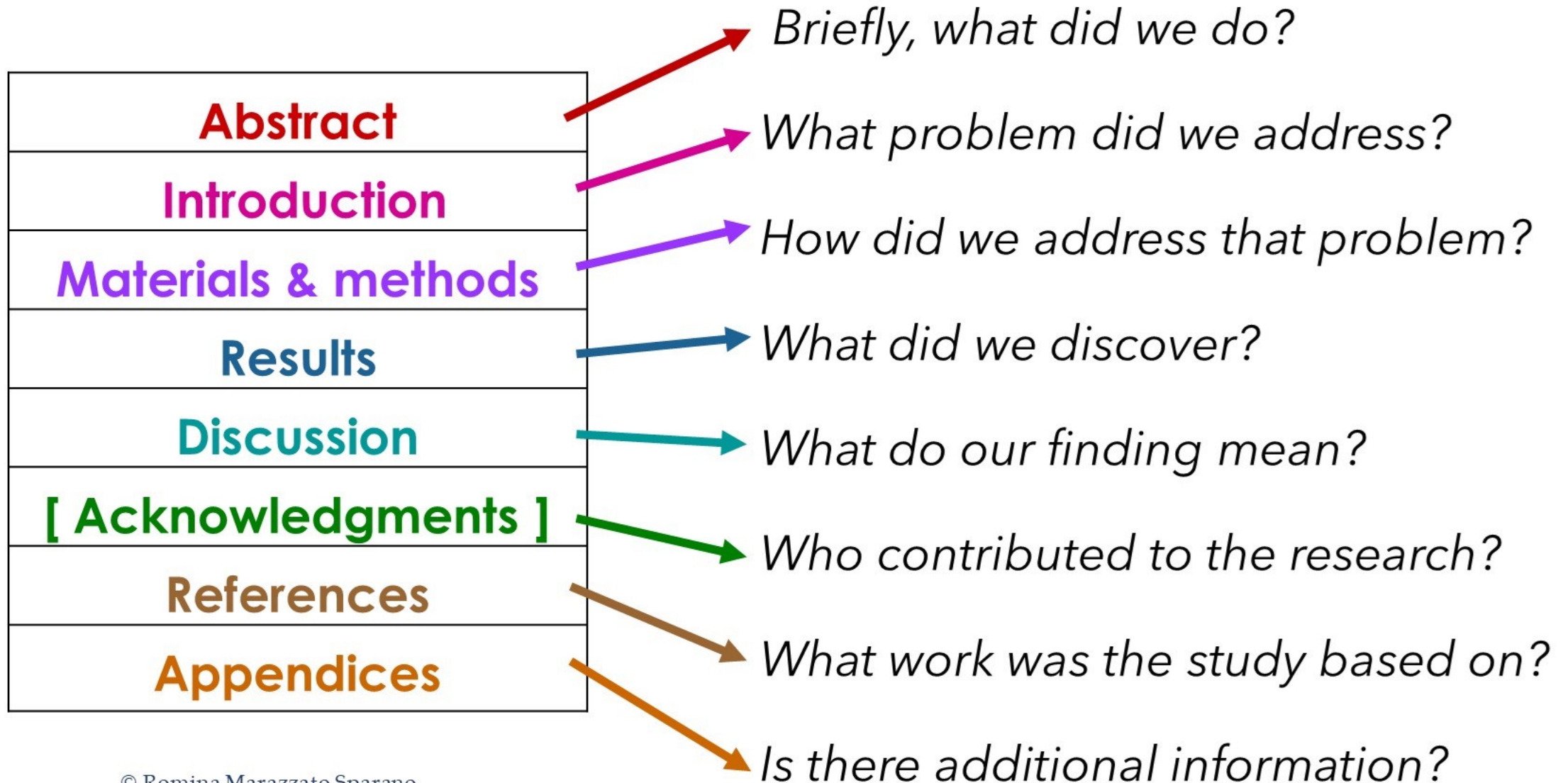


Oxytocin:
the social
hormone



**Stories are told
In the body.**

IMRaD Structure in Medical Research



Incorporate Bias-Free Language

- Objectivity
- Cultural Humility
- Respect



AGE



SEX &
GENDER



SOCIOECONOMIC
STATUS



DISABILITY



PARTICIPATION IN
RESEARCH



RACE &
ETHNICITY

APA Manual of Style 7.^a ed

Follow Guidelines for Bias-free Language

- Relevance



** the conventional &*

** the unconventional*

- Specificity



*... *low*

... below the federal poverty line

- Intersectionality

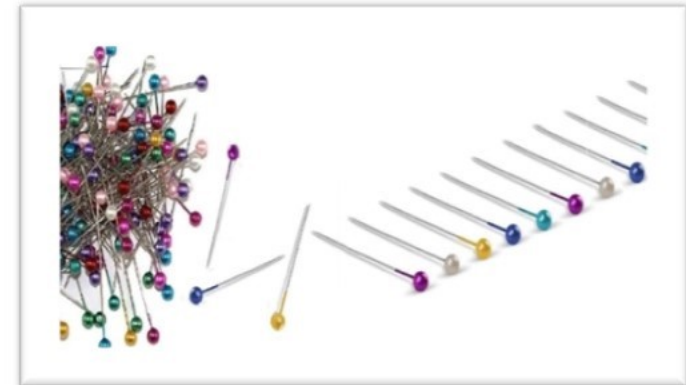


<i>Woman</i>	<i>Mother</i>
<i>Older adult</i>	<i>Wife</i>
<i>Breadwinner</i>	<i>Spouse</i>
<i>Hispanic</i>	<i>Caretaker</i>
<i>Daughter</i>	<i>Patient</i>

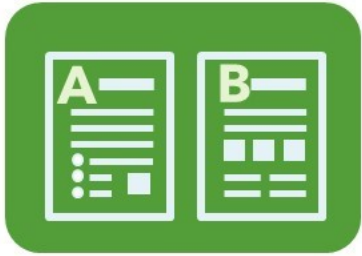
Use Locale Appropriate Metaphors & Analogies

- Teaching thinking by analogy
- *Metaphors We Live By* - Lakoff & Johnson
 - Time is money: *spend/save time*
 - Status has height: *lofty/lowly position*

>> Example: Explain how MRI works



Efficacy: Collaborate and Test



A/B
Testing



Ethnography



Focus Groups



Teachback



P Present
A Answer
R Restate
C Check
A Assure



Surveys



Interviews



languagecompass.com/events/

Based on Kathryn Anderson's 5Ts
Pubmed: 32293689

PL is a Stepwise Effort Along 2 Axes

Migraine is a neurovascular disorder characterized by paroxysmal attacks of unilateral throbbing headache.



Migraine is a **headache** that:

- appears suddenly,
- causes pounding pain,
- usually affects one side of the head.



Migraines are a disorder of neurovascular nature typically characterized by sudden paroxysmal attacks of unilateral throbbing pain on one side of the head.

Obscure



Migraines are a condition with sudden and uncontrolled pounding pain usually on only one side of the head. It affects nerves and blood vessels.



Source- vs. Audience-Oriented

La notizia sui rischi per la salute del bisfenolo A (BPA), una sostanza chimica comune nelle materie plastiche, è finita in prima pagina sui giornali, creando scompiglio, e reiusci immediatamente ad allarmare i genitori, fare sparire dagli scaffali i biberon e le tazze per bambini senza BPA, e gli studi pediatrici si sono trovati inondati di domande.

News about the health risks of bisphenol A (BPA), a common chemical in plastics, made the headlines, causing havoc, and immediately alarmed parents, cleaned out all BPA-free bottles and sippy cups in stores, and pediatric offices found themselves flooded with questions

Source- vs. Audience-Oriented

News about the health risks of bisphenol A (BPA), a common chemical in plastics, made the headlines, causing havoc, and immediately alarmed parents, cleaned out all BPA-free bottles and sippy cups in stores, and pediatric offices found themselves flooded with questions

The health risks of Bisphenol A, a common chemical in plastics, made headlines and immediately caused havoc. Parents were alarmed, stores cleaned out of BPA-free bottles and sippy cups, and pediatricians flooded with questions.

Your Resources

Plain Language

Empathy

Translation

SME



Plain Language Opens up the Text



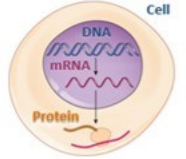
The mRNA vaccine...
Messenger RNA...
that tells cells...
is caused by a...
has a crown-...
These protein...
virus invade...
The vaccine c...
that teaches...
spike protein...
learns to rec...
off. When yo...
you may get...
Later, if you...
body will be...
proteins of th...
vaccine deliv...
your cells bre...
of the debris.



The mRNA vaccine for COVID-19

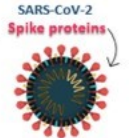
What is mRNA?

Messenger RNA, or mRNA, is genetic material that tells cells how to make proteins.



What causes COVID-19?

COVID-19 is caused by a coronavirus, SARS-CoV-2, that has a crown-like surface formed by proteins. These proteins, called spike proteins, help the virus invade human cells and cause disease.



How does the vaccine for COVID work?

The vaccine contains mRNA from the virus that teaches your cells to make copies of the spike protein. Then, your immune system learns to recognize the spikes and fight them off. Later, if you are exposed to the real virus...

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