



WORKSHOP SERIES



CLEAR LANGUAGE WRITING

To enhance the impact of research, knowledge must be effectively created and shared between researchers and the people who can use this knowledge. **Clear language writing** helps to ensure your key messages are easy to read and understand by the knowledge users.

Step 1: Know your audience



Step 2: Plan and organize your message



- Break the larger topics down into components
- Put the "bottom line" upfront

Step 3: Write simple, clear sentences

- Begin with what is already known about the topic, and then mention what the new knowledge adds
- Use language and terminology familiar to your audience

Step 4: Structure paragraphs effectively

- Use topic sentences and include transition words



Step 5: Test and revise the product

- Conduct readability tests with your intended audience, and revise based on their feedback



Looking for other ways to enhance the impact of your research? Check out other resources and our workshop series here: uoguelph/research-impact.

This infographic was developed based on content from the Clear Language Writing workshop | Illustrations and design by Alex Sawatzky