

# What is plain language and its importance?

**Plain language is a communication approach designed to ensure clarity and accessibility in written and spoken content, making information understandable to all audiences.**



## Key principles and benefits

Plain language aims to remove jargon, simplify complex concepts, and use straightforward language to enhance comprehension.

Using plain language makes information more accessible to diverse audiences, including those with varying literacy levels or language backgrounds.

Plain language is increasingly mandated in legal and government documents to promote transparency and inclusivity. Learn about the Plain Language Act 2022.

## Implementation and impact

Techniques include breaking down complex sentences, using everyday vocabulary, and organising information logically.

Beyond legal contexts, plain language is crucial in education, healthcare, and public information dissemination.

## Advancing communication clarity

Organisations provide training and resources to support the adoption of plain language principles.

Studies demonstrate that plain language enhances understanding, compliance, and engagement among diverse audiences.

## Why use plain language?

Embracing plain language enhances comprehension and also fosters transparency and inclusivity in communication practices across various sectors.