jennikorvala 3/07/2021 ⊝

How can you make your text more reader-friendly?

Readability principles (online modules), paragraphing, coherence, cohesion, vocabulary and style

⊝ **Purposeful use of paragraphs**
- Each paragraph discusses a single topic
- A paragraph starts with a topic sentence

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⊝ **Right style for right genre**
Using the right text style for different genres
makes it easier to understand in different occasions.

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⊝ **Clarity**
- Given-New principle
- Light-Heavy principle
- Using connectors

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⊝ **Adapting to the audience**
- Understanding the audience's
  level of knowledge about the topic
- Explaining terms that might
  be unfamiliar to the audience

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⊝ **CLARITY OF TEXT**
- Using the light-heavy principle
- Using the given-new principle
- Paragraph structure, one main idea per paragraph
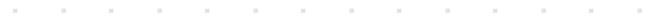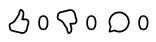
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⊝ **Given-new principle**

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⊝ **Light before heavy principle**
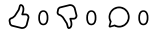
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⊝ **Vocabularity**
Using vocabularity that is known or
should be known by the target audience.

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🔗 **Connector phrases**
such as "moreover", "therefore"

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🔗 **Coherence**
Order information logically. Use organisational patterns
to order information and ideas within your text:
- problem-solution pattern
- extended definition
- chronological order
- general to specific
- cause and effect

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