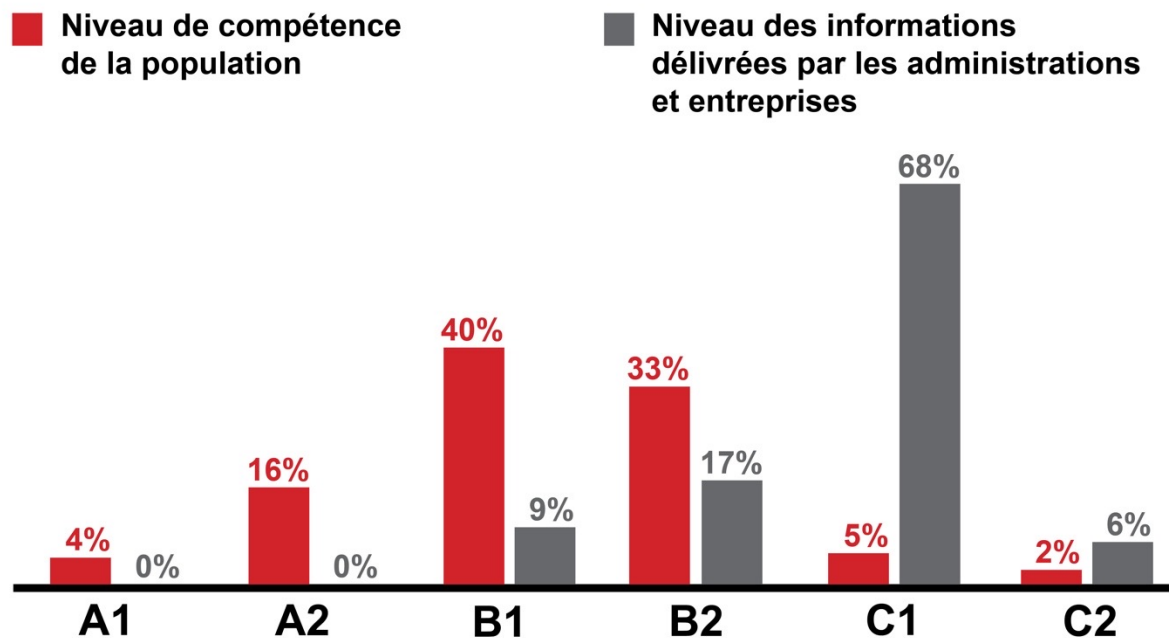




Cours Écrire pour être compris – Introduction au langage clair Annexe: guides et ressources

Les niveaux



Source: R. Beekveldt, Spass am Lesen Verlag und «Level One Studie», Uni Hamburg, 2011

>> **B1**

- Langage clair
- Langage universel
- Langage simplifié ((FALC))
- Rédaction UX

- Plain language

- Klare Sprache
- Einfache Sprache
- Bürgernahe Sprache

Difficile!

- Les mots
- Les phrases
- La structure



Solution!

- Se mettre à la place des **lecteurs**
- **Organiser** les informations
- Écrire avec les **règles** du langage clair



Source: Le pouvoir du langage clair - livre blanc de Avec des mots

Dans la peau de...

- Notre esprit vagabonde **30% du temps**
- Nous lisons **moins de 20%** des contenus
- Nous ne lisons pas, **nous scannons**

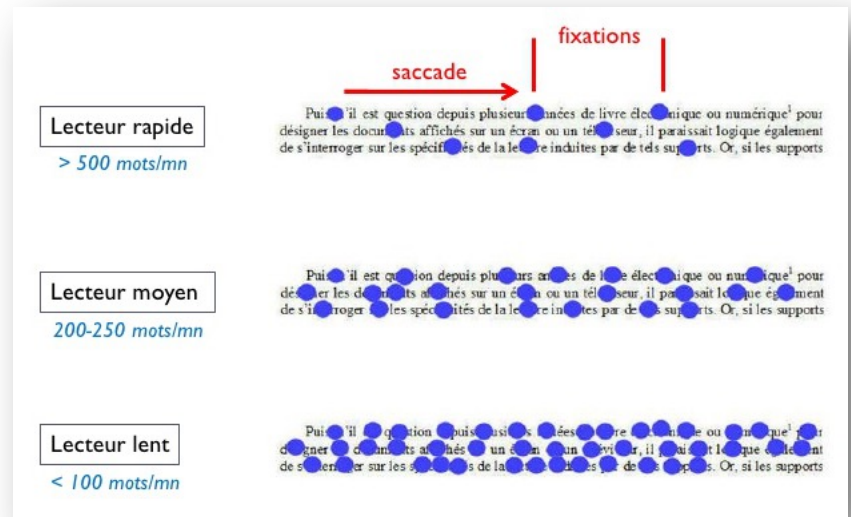
• **Consommateur moyen**



Dans la peau de...



<https://www.adimeo.com/blog/comment-les-internautes-lisent-ils-les-pages-web>



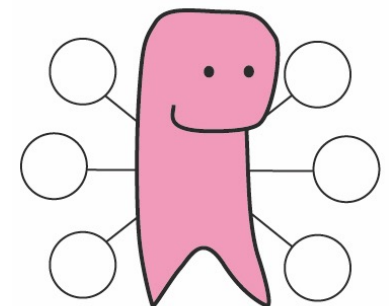
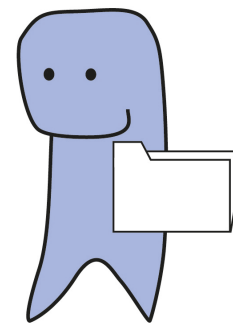
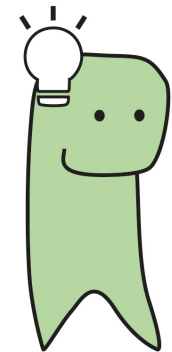
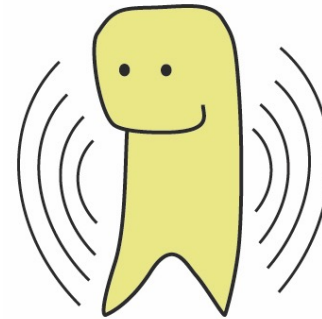
<https://sites.google.com/site/stagetuicbeatrice/lecture>

Dans la peau de...

Définissez les 4 dimensions de vos lecteurs:

1. Perception
2. Compréhension
3. Savoir
4. Expérience

+ Situation!



Dans la peau de...

Créez vos personas!

Il existe de nombreux modèles.

Un aperçu ici:

<https://www.kpulse.fr/blog/modele/modele-persona>

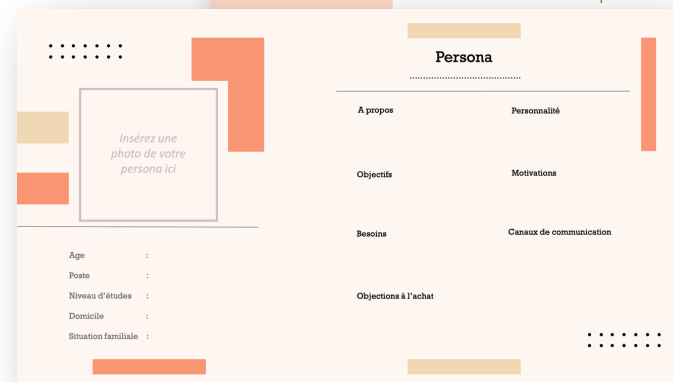
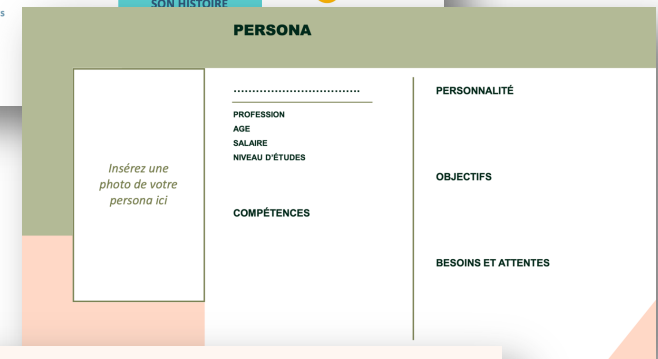
N'oubliez pas de mettre la dimension connaissance! Soit:

- le vocabulaire,
- la culture,
- l'expérience

de vos lecteurs et lectrices.

Ouvrage de référence:

Ergonomie web. Pour des sites web efficaces, Editions Eyrolles, 2011 (un peu vieux, mais toujours pertinent).



Dans la peau de...

This is a boarding pass



This is a Lean boarding pass



DEUTSCH: 100g
Energie / value energetica 200 kJ / 50 kcal
Fett / grass 28g 5,4g 12%
Zucker / de los azúcares simples 2,9g 0,9g 2%
Salz / salt 2,8g 0,69g 10%

ENGLISH: 100g
Energy / value energetica 200 kJ / 50 kcal
Fat / grass 28g 5.4g 12%
Sugar / de los azúcares simples 2.9g 0.9g 2%
Salt / salt 2.8g 0.69g 10%

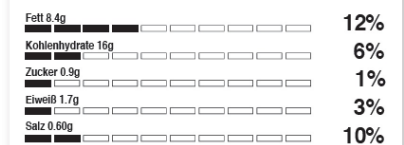


D4LJ141D18:11A04:02:18



Kartoffeln	Sonnenblumenöl	
	natürliches Aroma	Zucker
		Salz
		Gewürz

504kcal
151 (8%)



Knausper-Gebäck GmbH & Co. KG Postfach
+12 34 567 89 10

D4LJ141D18:11A 04.02.19

1 234567 890128

Project Things You've Eaten – The IID Award 2020 -
<https://issuu.com/foessleitner/docs/iidaward-book-2020-issuu/1?ff>

Dans la peau de...

BLPCN_0312_0036 RBG 03/12/2008 Rev 120

BOROUGH OF MANTON

PENALTY CHARGE NOTICE
 Bus Lane Contraventions (Penalty Charges, Adjudication and Enforcement) (England) Regulations 2005
 Date of Detection: 24/11/2008

Vehicle Registration Number: ~~XXXXXXXX~~
 Penalty Charge Notice: RG80506710
 Date of this Notice: 03 Dec 2008

DO NOT IGNORE THIS NOTICE

Manton Borough Council believes that a Penalty Charge is payable with respect to the above vehicle, for the following alleged contravention:
Being in a Bus Lane (as defined in S.144(5) Transport Act 2000).
 The vehicle was seen in (Place) STATION APPROACH (WEST TO EAST) on 24/11/2008 at 11:19:22. The alleged contravention was noted at the time by Camera Operator RG175 who was observing real time pictures from the roadside camera at the time stated above. This alleged contravention is supported by video evidence.

You must either pay the Penalty Charge Notice or make representations to the Council by 07/01/2009.
 Pay the Penalty Charge of £60 by 07/01/2009. IF PAYMENT OF THE PENALTY CHARGE IS RECEIVED BY THE COUNCIL WITHIN 14 DAYS OF THE SERVICE OF THIS NOTICE A REDUCED AMOUNT OF £30 IS PAYABLE.
 Or,
 If you believe you have valid reasons, you can make representations against paying the Penalty Charge. The Grounds on which you can make representations are set out overleaf. Any representations made outside this 28 day period may be disregarded by the Council.

IF YOU DO NEITHER OF THESE THINGS WITHIN 28 DAYS FROM THE DATE OF SERVICE OF THIS NOTICE, THE COUNCIL WILL SERVE A CHARGE CERTIFICATE INCREASING THE PENALTY BY 50% TO £90. AT THAT STAGE IT WOULD BE TOO LATE TO MAKE REPRESENTATIONS.

BOROUGH OF MANTON

PAYMENT SLIP

PENALTY CHARGE NOTICE NUMBER: RG80506710
 DATE OF NOTICE: 03 Dec 2008
 VEHICLE REGISTRATION NUMBER: ~~XXXXXXXX~~

RETURN ADDRESS
 TO: Manton Borough Council BL
 PO Box 4649
 Worthing
 BN11 9FB

Please debit my MasterCard/Visa/Switch/Delta Card (Delete as appropriate)
 Card Number
 Amount £
 Issue Date Expiry Date
 Issue Number Name of Cardholder
 Cardholders Address Postcode
 Signature of Cardholder

If payment is made by post please detach this slip, complete the details above and return it with your payment to the address shown.
 If you require a receipt please tick the box. A stamped SAE must be enclosed.

BOROUGH OF MANTON

Bus Lane Penalty Charge Notice

This is an important notice. Do not ignore it. You must either pay the penalty charge or challenge it by 05 September 2013.

This Penalty Charge Notice is issued under the Bus Lane Contraventions (Penalty Charges, Adjudication & Enforcement) (England) Regulations 2005

Notice date: 06 August 2013
 Reference: MN1234567

Mr Andrew Sample
 12 Acacia Avenue
 Manton MN3 6XY

Your car was photographed in a bus lane

Date of photo: 03 August 2013
 Time: 12.33
 Vehicle: AB51HTY
 Place: Station Approach
 Evidence: Video (operator MN175)
 You are entitled to view this. Write to us at the address below or phone us on 01234 000 0000.



The penalty

£30 if you pay by 22 Aug 2013	£60 if you pay by 05 Sept 2013	£90 if you pay later.
--	---	---------------------------------

How to challenge

If you wish to challenge, see the back of this form for instructions. You must contact us by 17.30 (5.30pm) on **05 September 2013**. You will not have to pay the penalty while we consider your appeal. If we refuse your challenge we will give you a new date by which you will need to pay the penalty.

How to pay

Notice date: 06 August 2013
 Reference: MN1234567

By phone
 Call 0845 1234567 with your credit or debit card details.

In person
 You can pay by cash, cheque or card at the Civic Offices, Mon-Fri 9.30-5.30, Sat 9.30-1.00.

Online
<https://secure.manton.gov.uk/parking/>

By post
 Send this slip with a cheque paid to Manton Borough Council, or enter your card details here. Send a stamped address envelope if you need a receipt.

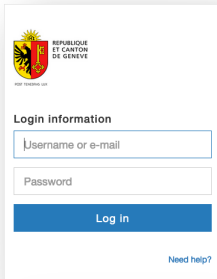
Manton Borough Council
 PO Box 2323
 Worthing
 BN11 9XY

Name on card
 Card number
 Start date Expiry date
 Issue number
 Address
 Signature of cardholder

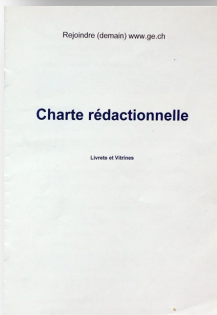


<https://www.simplificationcentre.org.uk/resources/technical-papers> > Simple Action 1: Penalty charge notice

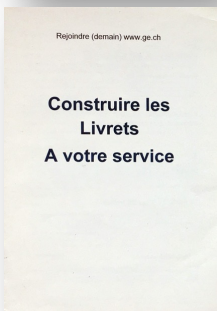
Vos guides



- <https://ge.ch/intranetetat/themes/communication/communication-web/internet>

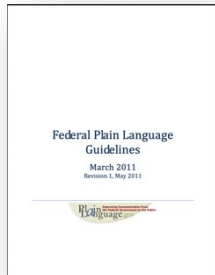


- Charte rédactionnelle (Livrets et vitrines)



- Construire les livrets A votre service

Autres guides



- <https://www.plainlanguage.gov/media/FederalPLGuidelines.pdf>



- <http://publications.gc.ca/collections/Collection/PF4-16-2003F.pdf>
(avec des études de cas)



- <http://www.anthemis.be/index.php/dire-le-droit-et-etre-compris.html>

Autres guides



- Brochure simple Le pouvoir du langage clair
<https://www.avecdesmots.com/livre-blanc-le-pouvoir-du-langage-clair/>



- Simplification centre - avec de nombreux exemples
<https://www.simplificationcentre.org.uk/resources/technical-papers>



- Simplifier les documents administratifs (vidéos et fiches)
<https://www.modernisation.gouv.fr/outils-et-methodes-pour-transformer/simplifier-les-documents-administratifs>

Tableau de mémorisation de la phrase en fonction de son nombre de mots

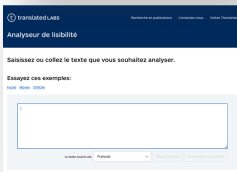
Nombre de mots par phrase	Message entier retenu à...	Première moitié retenue à...	Deuxième moitié retenue à...
12	100%	100%	100%
13	90%	95%	85%
17	70%	90%	50%
24	50%	70%	30%
40	30%	50%	10%

- Article de synthèse sur comment nous lisons
<http://fayardandco.free.fr/dauphine/lecture.pdf>

Calculer la lisibilité

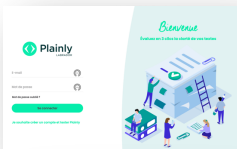


Scolarius



Translator LABS

Aides à la rédaction



Plainly (de Labrador)



Lisible.com



U31.io

B1 = Langage courant



Éviter la nominalisation

Pour les **verbes**, les **suffixes** les plus employés sont :

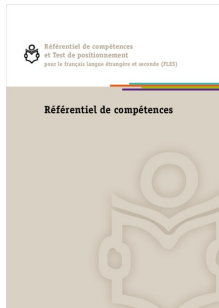
GENRE	SUFFIXE	VERBES	NOMS
Féminin	tion	interdire	l'interdiction
	ation	circuler	la circulation
	ure	ouvrir	l'ouverture
	te	enquêter	l'enquête
	ance	résister	la résistance
	ence	apparaître	l'apparence
	sion	exploser	l'explosion
	xion	annexer	l'annexion
	ée	entrer	l'entrée
	ise	prendre	la prise
	ade	promener	la promenade
	erie	tuer	la tuerie
	son	guérir	la guérison
Masculin	age	passer	le passage
	ment	commencer	le commencement
	at	résulter	le résultat



Source: <https://www.jerevise.fr/niveaux-registre-langue-langage.html>

Source: <http://jaimelalanguefra.blogspot.com/2019/10/la-nominalisation.html>

Ressources CERCL



- http://www.lire-et-ecrire.be/IMG/pdf/2_rferentiel_de_comptences.pdf



- https://www.eaquals.org/wp-content/uploads/Inventaire_ONLINE_full.pdf

Plain Language

- <https://www.plainlanguage.gov/examples/before-and-after/>
- <https://www.plainlanguage.gov/examples/>

EXAMPLES > BEFORE AND AFTER

Use Less Water

This example was created for training and is not official agency text.

✗ Before

This program promotes efficient water use in homes and businesses throughout the country by offering a simple way to make purchasing decisions that conserve water without sacrificing quality or product performance.

✓ After

This program helps homeowners and businesses buy products that use less water without sacrificing quality or performance.

Information design

Optimisation	Transformation				
Langage clair Typo claire Structure claire	1. Réduire	2. Amplifier	3. Superposer	4. Restructurer	5. Personnaliser
	Texte plus court	Texte plus clair, mais aussi plus long	Morceler le texte	Restructurer le texte	Le texte est optimal pour la personne
	Supprimer Condenser Isoler	Expliquer Définir Visualiser	Répartir Stratifier Diriger	Déconstruire et reconstruire	Customiser

Source: <http://www.simplificationcentre.org.uk/downloads/papers/SC1SimplificationGainedLost-v2.pdf>

Résumé en français: <https://www.textoh.ch/2018/01/22/pour-faire-simple-il-ne-faut-pas-toujours-faire-plus-court>

Réseaux Plain Language

- PLAIN
<https://plainlanguagenetwork.org>



- Clarity
<https://clarity-international.net/>



Infos

www.textoh.ch

- Blog
- Boîte FALC

France Santi

- [LinkedIn](#)

