Respect Audience Diversity

National Identity
Gender
Abilities
What’s wrong with these sentences?

• Every doctor should have his own stethoscope.
• Each stewardess should clear the trays in her section.
• While the girls swam in the pool, the men barbecued.
• Each student should leave their backpack at the door.
Fix sexist language.

• Avoid possessive pronouns altogether.
• Pluralize
• He/she, him/her, his/her
Dear Parent,

The San Luis Obispo *Madonnari* painting festival will be held April 24-25. Your child has expressed an interest in chalking a picture on the sidewalk. The PTA has purchased a square and six 6th grade artists will be chosen to participate. Your child would like to be one of them. If you can take your child to the festival on April 26 [sic] and supervise them while they work, please return this permission slip.
Consider language differences.

Pepsi ad campaign

Nova

Poo poo platter

Rabobank
Consider variety differences.

Wrap it up

Knocked up

Bonnet?

Pocketbook?

Tanbark?
Consider cultural differences in other countries.

Time frames

Proximity

When to get to the point . . .

Check please!
Consider cultural differences in your own country.

Mr., Mrs., Ms.

Hats

Direct gaze
Consider differences in genders . . . sort of.
Consider differences in abilities.
Make your writing easy to translate: Avoid idiomatic expressions.

Kicked the bucket

In a New York minute

Knocked up
Make your writing easy to translate:
Watch for mechanics differences.

1,000.00    1.000,00

2,5 mm needles

3/5/2014    March 5, 2014

3 May 2014
Make your writing easy to translate: Avoid broad words.

Run = sprint

operate

a group of printed papers

a hole in a stocking

leaving
Make your writing easy to translate: Keep terminology consistent.

sprayer     mister

click     click on
Make your writing easy to translate: Use active voice.

Not: Fred was fired by Barney.

But: Barney fired Fred.
Make your writing easy to translate:  
Use section blocks.

<table>
<thead>
<tr>
<th>Language</th>
<th>Expands/Contracts</th>
<th>Expansion/ contraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italian</td>
<td>expands</td>
<td>15 to 20%</td>
</tr>
<tr>
<td>Spanish</td>
<td>expands</td>
<td>15 to 20%</td>
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<tr>
<td>French</td>
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<tr>
<td>German</td>
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<td>contracts</td>
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<tr>
<td>Danish</td>
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<tr>
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</tbody>
</table>

Source: Rew 1993
Make your writing easy to translate: Consider paper size.