

WELCOME PROGRAM

We are pleased to welcome practitioners and educators in the Houston area to the **Third Forum on Plain English** at the University of Houston-Downtown.

The forum aims to promote informed uses of Plain Language guidelines, which are writing standards recommended by several government agencies for improved communication with the general public.

Our one-day forum will address the following questions:

What are the historical context and most current status of Plain English, including the Plain Writing Act of 2010 and the proposed Plain Regulations Act of 2012? Where do we go from here?

What are the core principles and guidelines of Plain English and how can we apply them in a variety of fields? What tools and techniques can we use to write Plain English? How do we – and our audience – benefit when we use Plain English?

What challenges do we face in applying Plain English guidelines?

TIME	TASKS	PARTICIPATING SCHOLARS
8:30-9:00am	Registration and coffee Introductions	Dr. Michelle Moosally and Dr. Natalia Matveeva
9:00-9:30am	Presentation on the Plain Writing Act <ul style="list-style-type: none"> • What is Plain Writing? • What is the Plain Writing Act? • What are Plain Language Guidelines? 	Dr. Jane Twomey
9:30-10:15am	The Murawski Group's <i>Plain Writing That Works</i> <ul style="list-style-type: none"> • Choose the Right Medium for Your Message • Analyze Your Audience & Define Your Purpose 	
10:15-10:30am	Break	
10:30-12:30pm	The Murawski Group's <i>Plain Writing That Works</i> <ul style="list-style-type: none"> • The Importance of Overall Organization • The Power of Organized Paragraphs • The Benefits of Headings & Lists 	Dr. Jane Twomey
12:30-1:15pm	Lunch (on-site)	
1:15-2:15pm	The Murawski Group's <i>Plain Writing That Works</i> <ul style="list-style-type: none"> • Achieving Flow in Your Writing • Using Active Voice and Strong Verbs • Writing the Spoken Word • Writing Concisely and Precisely 	Dr. Jane Twomey
2:15-3:00pm	Q&A Closing remarks and evaluations	Dr. Michelle Moosally and Dr. Natalia Matveeva

KEYNOTE SPEAKER



Dr. Jane Twomey, an award-winning instructor, has been teaching writing skills for nearly 20 years. She began her career as a magazine writer and editor before moving into healthcare public

relations, where she wrote and edited a variety of corporate communications and marketing materials. As a consultant, she edited research articles and technical reports.

After a stint as a writer and editor, Jane decided to pursue a doctorate in communication. While in graduate school, she designed and delivered training courses for the University of Maryland's Center for Professional Development. Since then, she's been training working professionals to write, speak, and read more effectively. Jane has developed and taught highly regarded communication courses for clients including the State Department, the Department of Energy, the Environmental Protection Agency, the National Rural Electrical Cooperative Association and the Johns Hopkins Hospital.

In addition to her writing training experience, Dr. Twomey has 16 years of university teaching experience. She's taught professional writing and communication courses at American University and in the graduate communication program at Johns Hopkins University, where she won the Excellence in Teaching Award in 2008. Jane holds a Ph.D. in communication from the University of Maryland, a master's degree in mass communication from California State University at Northridge, and a bachelor's degree in English from California State University at Northridge.

(Source: *The Murawski Group*)

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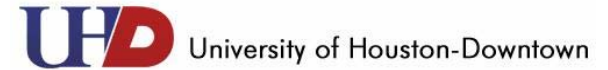
Forum Co-Organizers:

Michelle Moosally and Natalia Matveeva
English Department, UHD

Contact Information:

For questions or comments, email us at matveevan@uhd.edu or call (713) 222-5371.

The event is sponsored through the UHD's Faculty Development grant and by the English Department.



FORUM on

PLAIN ENGLISH

Friday, November 9, 2012

A-300, Academic Building
UHD

English Department
University of Houston-Downtown