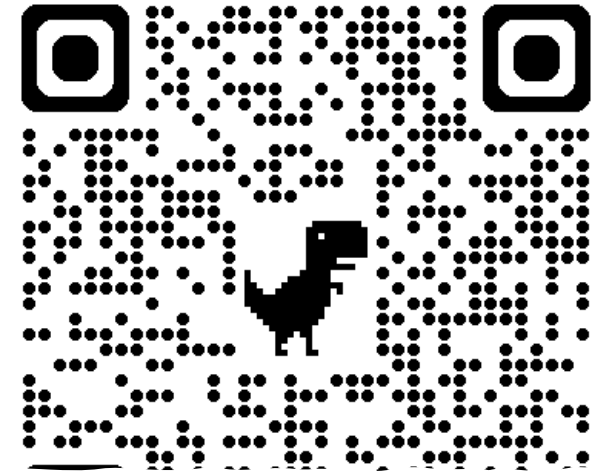
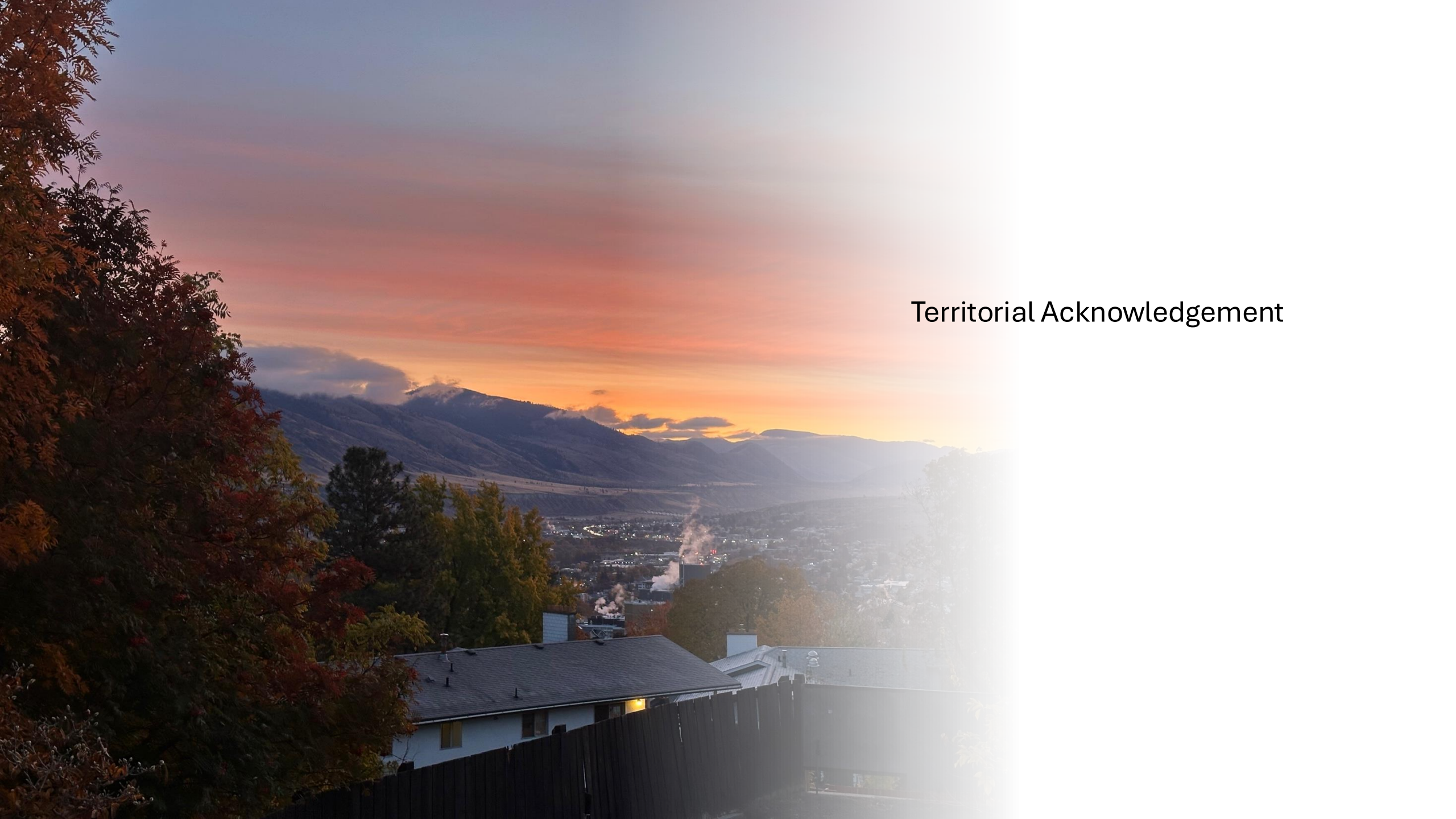




CMNS 3500 - Language and Power: Clarity, Accessibility and Persuasion in Health Messaging



Territorial Acknowledgement

Where we're going today

01

Plain Language in
Health Messaging

02

Time to Work on
Wellness Centre
Project

03

Introduction to
Next Assignment

Oct 22	Cancelled class
Oct 29	Health literacy and plain language: Barriers and solutions.
Nov 5	Wellness Centre submissions and “presentations” (9:00) Introduction to Unessay Assignment Makerspace Visit (10:30)
Nov 12	Controversial Claims I: Vaccine skepticism, alternative medicine, and language of anti-science discourse. (Student Seminars) Submit Proposal for Unessay
Nov 19	Controversial Claims II: Grammar of misinformation—modality, passives, nominalization (Student Seminars) Submit Grading Template for Unessay
Nov 26	Social Media and the language of health: Clickbait, metaphor, sensationalism. (Student Seminars) Submit Unessay (30%)
Dec 3	Final In-class task (15%): Designing ethical health communication: Navigating misinformation, accessibility, and trust

Plain Language

A communication is in plain language if its wording, structure, and design are so clear that the intended audience can easily do each of the following:

- find what they need,
- understand what they find, and
- use that information.

Plain language

Plain language promotes health literacy, reduces misunderstandings, and fosters equity in healthcare access and outcomes.

Plain language uses clear and straightforward terms to help people understand and use health information effectively.

In Canada, a large portion of adults and seniors face low health literacy, impacting healthcare navigation and decision-making.

CAN-ASC-3.1:2025 standard provides a framework to implement plain language, focusing on accessibility and inclusion in communication.

Examples of Plain vs. Complex Language

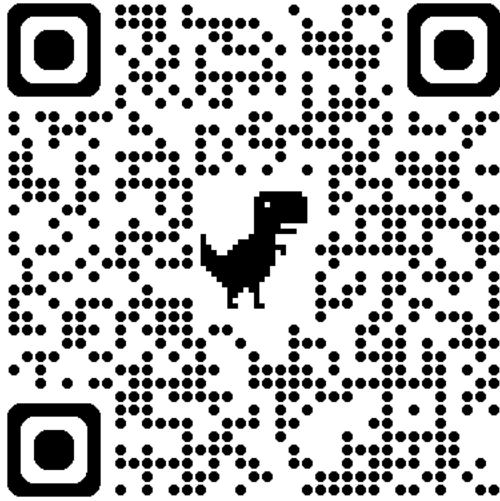
Complex: Administer 5ml of acetaminophen orally every 4-6 hours as needed for pyrexia.

Plain: Give your child 1 teaspoon of acetaminophen by mouth every 4-6 hours if they have a fever.

Complex: You may experience gastrointestinal discomfort postoperatively.

Plain: You might feel stomach pain after surgery.

CDC Clear Communication Index



[link](#)

