

Unit 2. Easy-to-understand language (E2U)

Element 5. Visual presentation of E2U

Visual presentation of E2U: images

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Overview

- Use of images in E2U.

Comprehensibility enhancement through images

- Images in E2U should have a purpose in the text.
- Images should refer to the text's content.

Purposes of images in E2U

Images should serve the following purposes:

- Exemplifying.
- Adding information.
- Securing comprehensibility.
- Summarizing information.

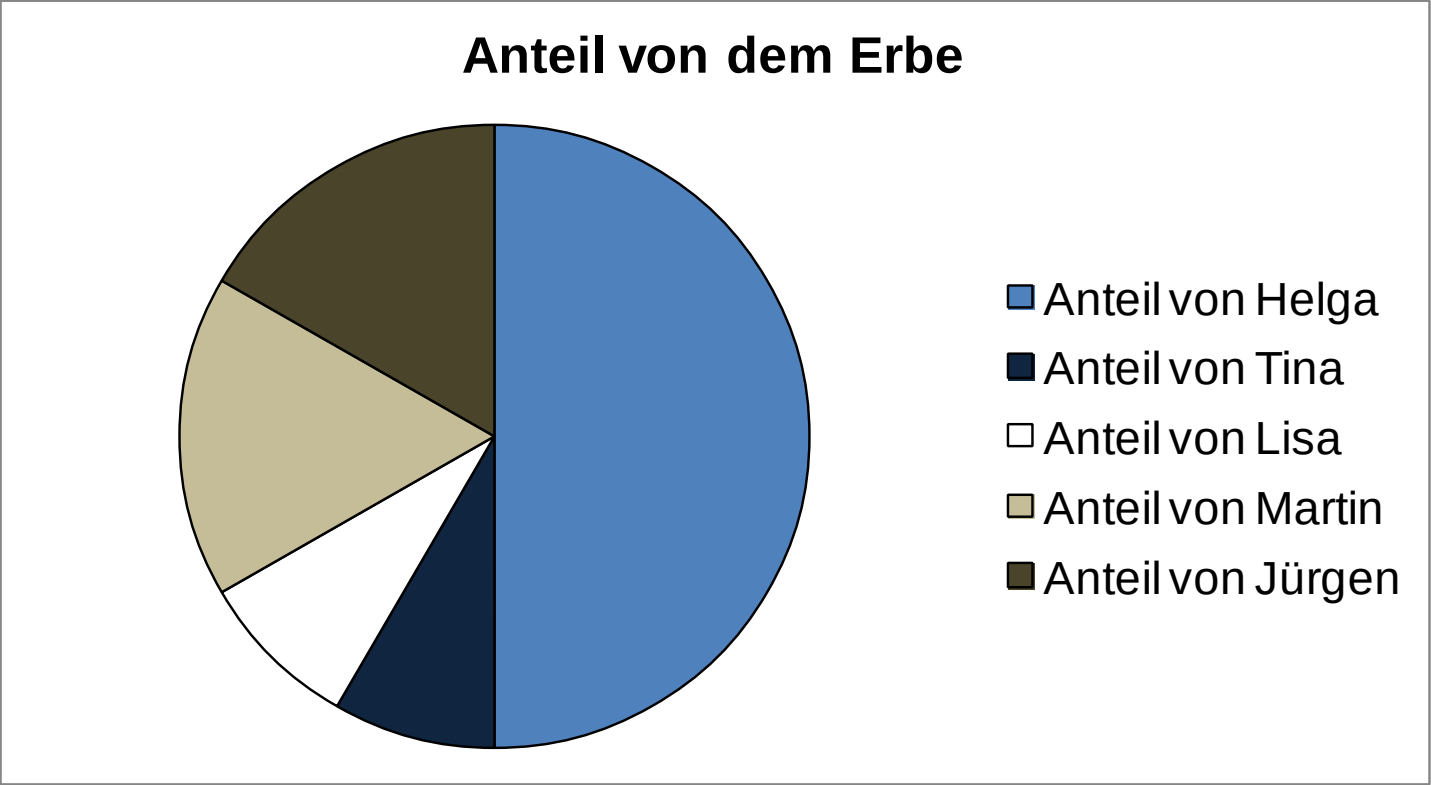
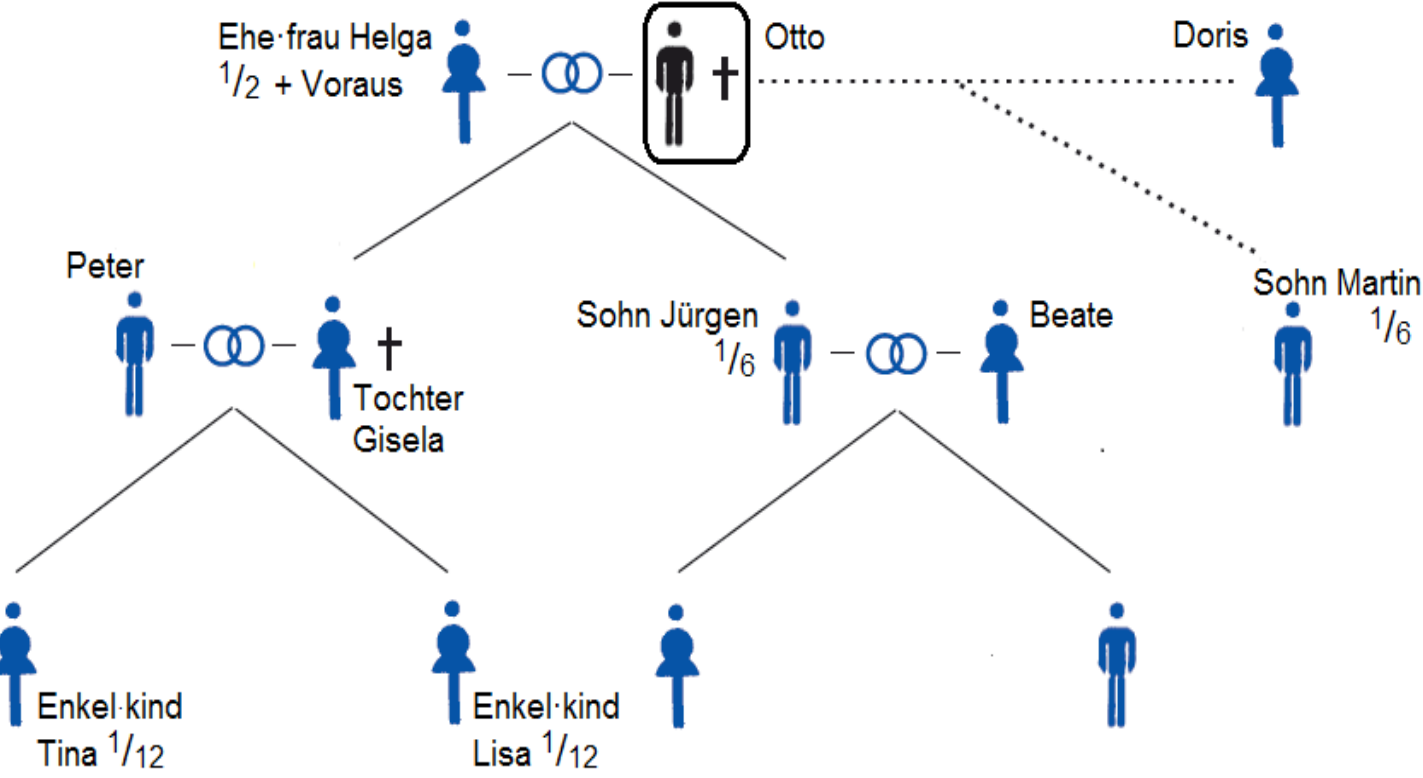
Images in E2U

- The relation between images and text must be clear.
- Comprehensibility is the most important principle of E2U.
- Images that have only a decoration purpose should be avoided.

Images make abstract information visible

- Images can help to make abstract information more visible.
- Image itself should not be abstract.
- Charts and diagrams are especially helpful for this purpose.

Images make abstract information visible - Example



Niedersächsisches
Justizministerium
2015.

Acceptability enhancement through images

- Images may increase acceptability, but they are also ambivalent.
- Different parts of the target groups might react differently to the same type of imagery.

Research on the use of images in E2U

- Further empirical research is needed.
- Projects are currently underway.



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