

# Writing plain language summaries: Connecting with a wider audience

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A CACTUS Solution

# Why?

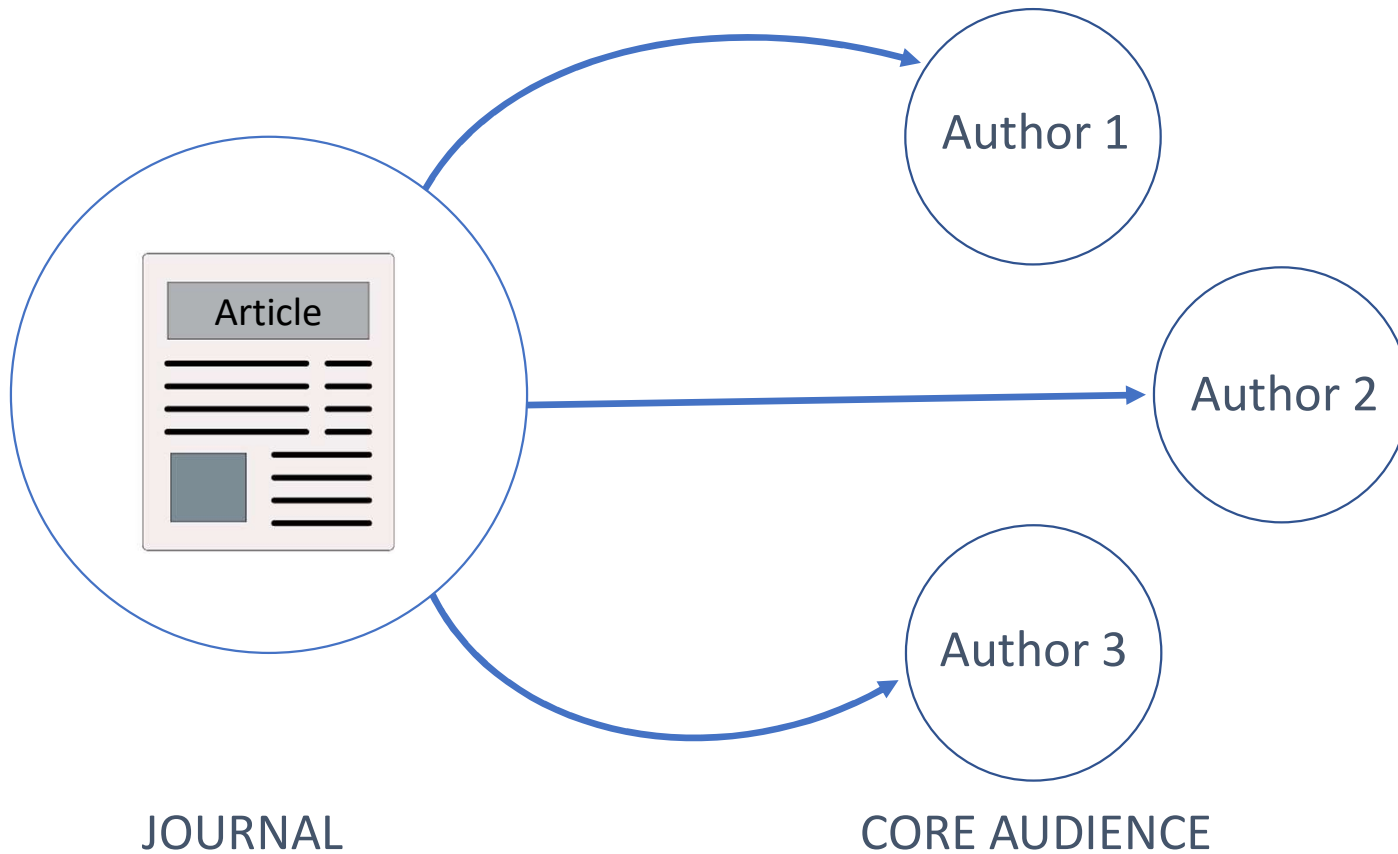


WHAT YOU THINK YOU SOUND LIKE.



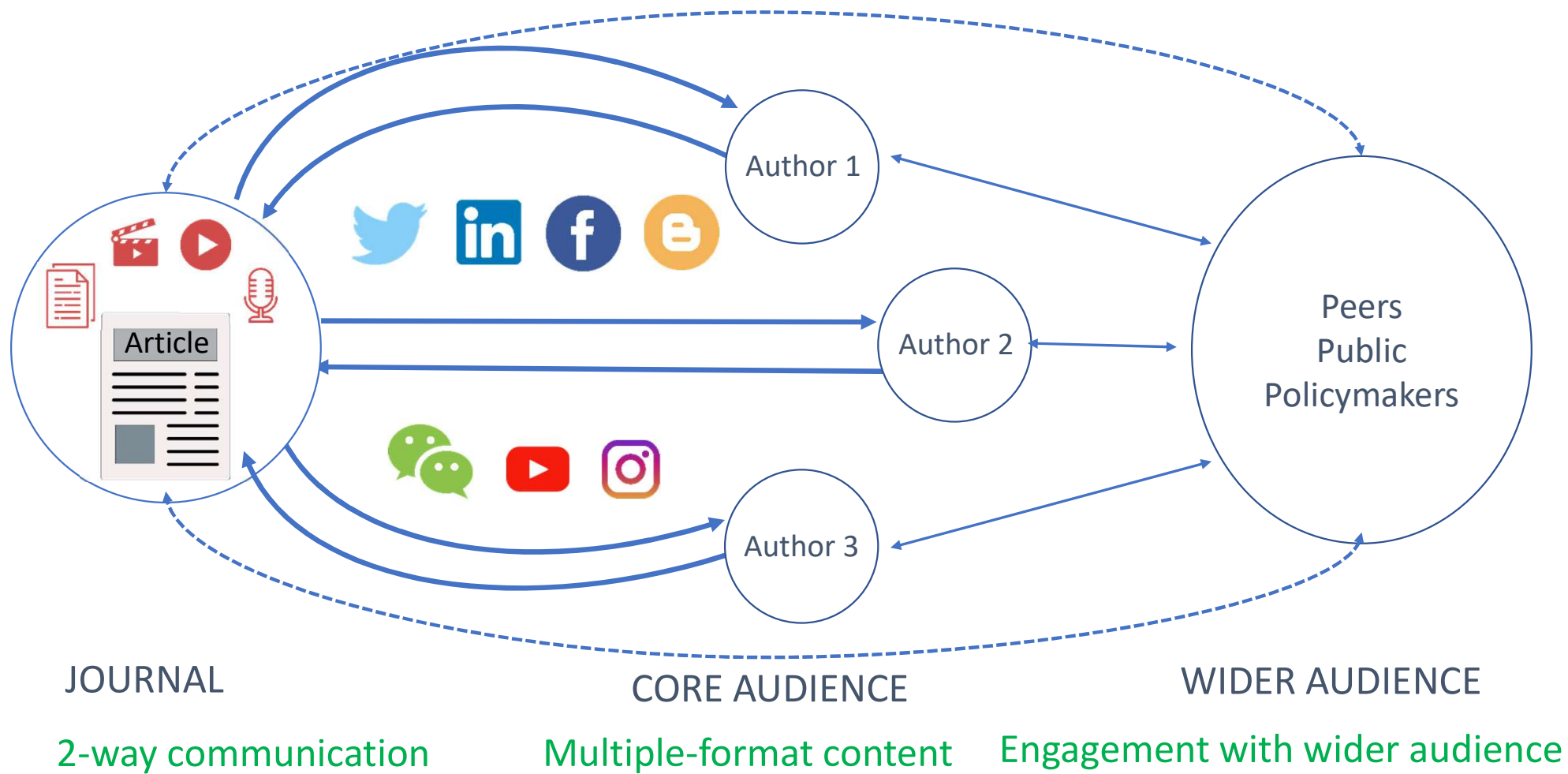
WHAT YOU ACTUALLY SOUND LIKE.

## Traditionally...

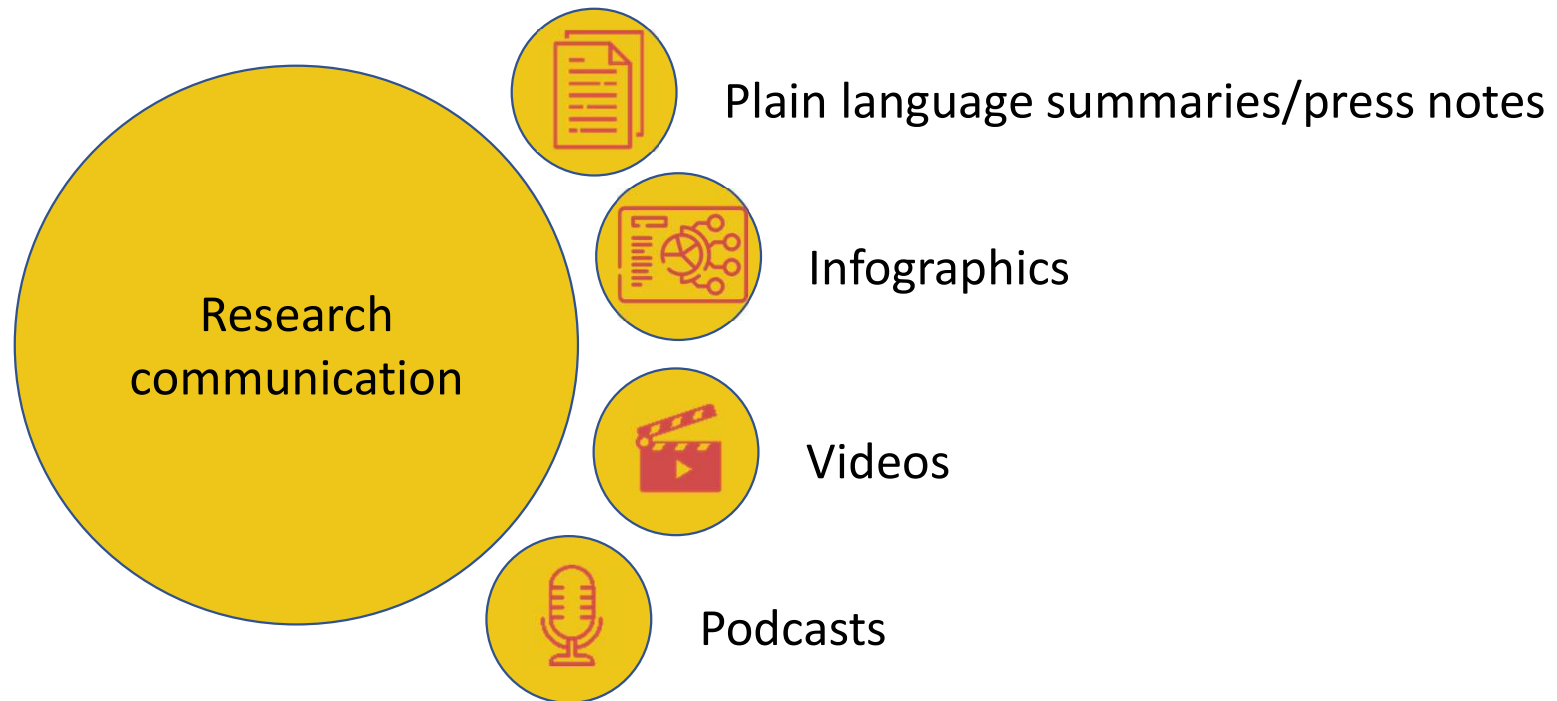


- 1-way communication
- Single-format content
- Limited engagement with wider audience

With adoption of enhanced content formats...



## How?



## Plain language summary

The title should be crisp and catchy in simple language, and **<15 words**

The first paragraph should cover what the study is about. The text should answer the questions **Who, What, Where, When, Why, How as relevant?**

The second paragraph should convey **why the study is important**. What are the key findings, the novelty of the study, how has the study contributed to the existing body of research, how is the study beneficial to others.

The total length of a plain language summary should ideally be around **300 words**.

## Short Title that is Crisp and Catchy



Brief introduction to the study in 1-2 sentences

Brief methods to set up the findings



Include graphics as relevant

Key findings – use different ways to represent the data instead of the figures from the paper



Study question?



Key message

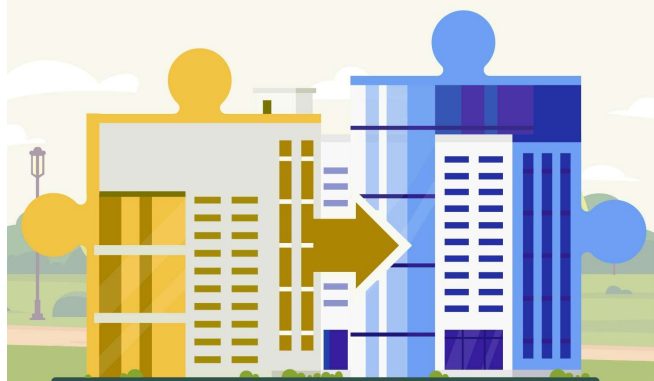
Publication details: Author names, manuscript title, journal name, year of publication, DOI

Logo

# Asymmetric Disclosure of Bad News by Firms Under Control Threat

During corporate control events like mergers and acquisitions, acquirers target firms with good performance records

Negative news disclosures from target firms increases uncertainty about their value, reducing any threat of a takeover attempt



Do firms under control threat promote voluntary disclosure of bad news? **?**





## Some Do's and Don'ts

- ✓ Keep it simple – remember the target audience, avoid jargon
- ✓ Keep it concise – most folks don't have time to read lengthy articles
- ✓ Ensure that the key message is clear – what do you want the reader to take away?
- ✓ Focus on the narrative – everyone likes a good story!
- ✓ Include a visual if possible – pictures are worth a thousand words...



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