



# GUIDELINES FOR THE ADOPTION OF PLAIN LANGUAGE

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This Guideline is part of the cooperation project between  
São Paulo State Government and the UK Government



Improving business environment through transparency in São Paulo State

Melhoria do ambiente de negócios por meio da transparência no Estado de São Paulo

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## EXECUTION

### GOVERNMENT OF THE STATE OF SÃO PAULO

Secretariat of Government

- Sub-secretariat for Partnerships and Innovation

Chief of Staff

- Special Advisor for Foreign Affairs

Foundation for Administrative Development - Fundap

State System for Data Analysis Foundation - Seade

Public Administration Transparency Board

### THE UK GOVERNMENT

British Embassy in Brasília

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Web Technologies Study Center - CeWeb.br

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# **GUIDELINE – PLAIN LANGUAGE**

Chapter 1

The nature of Public Administration requires constant communication with citizens. The government is shown to be present in daily life when warn people about their rights and changes in laws, reminding them of their duties and be clear about its actions or disclose campaigns. The predominant form of this communication is the written word, read in the paper or, increasingly these days, in electronic devices.

However, in our society the acquisition of lettered culture, obtained through literature, is still privilege of a small part of the population. This way, the vocabulary of most people is limited, making them incapable of understanding not daily use words or used in cultured speech or technical language. Besides the words used in a text, the written form is fundamental for its understanding. Difficult words and a flowery grammar is the recipe to build a hermetic writing that few will be able to decipher.

According to a survey of the Paulo Montenegro Institute, the Functional Literacy Indicator ([Indicador de Alfabetismo Funcional – Inaf](#)) point out that only 26% of the Brazilian population between 15 and 64 years are full literate. These people can “understand and interpret texts in unusual situations: read longer texts, analyzing and relating its parts, compare and evaluate information, distinguish fact from opinion, perform inferences and summaries. As for mathematics, solve problems that require greater planning and control, involving percentages, proportions and area calculation, as well as interpret double entry tables, maps and graphs.” That is, only a little over a quarter of Brazilian citizens of this age-group able to read and understand complex texts.

Of the remaining 74%, 6% are illiterate and 21% have rudimentary literacy. The other 47% are functionally literate, “read and understand average length texts, locate information through small inferences, read numbers in the millions, solve problems involving a simple sequence of operations and have notion of proportionality. However, show limitations when the required operations involve greater number of elements, steps or relations”.

By this picture it is clear that three quarters of the population at active age have some degree of difficulty understanding more elaborate data. Changing this situation depends on the advancement of education and reforms in curricula and teaching methods, a task that will still consume generations until is possible to incorporate most of this population to lettered culture.

**TABELA 1**  
**EVOLUTION OF FUNCTIONAL LITERACY INDICATOR POPULATION AGED 15 TO 64 YEARS (%)**  
**BRAZIL – 2001-2011**

Literacy level	2001-2002	2002-2003	2003-2004	2004-2005	2007	2009	2011/2012
Illiterate	12	13	12	11	9	7	6
Rudimentary	27	26	26	26	25	21	21
Basic	34	36	37	38	38	47	47
Full	26	25	25	26	28	25	26
Functionally illiterate (Illiterate and Rudimentary)	39	39	38	37	34	27	27
Functionally literate (Basic and Full)	61	61	62	63	66	73	73

Source: Instituto Paulo Montenegro, Inaf Brazil 2001 to 2011.

The government has the duty to transmit to its citizens clear and objective information, in order to ensure that everyone can benefit their rights and enable the fulfilment of their duties. As the education stage in Brazil is well known, to ensure a more democratic communication, which can be appropriated by significant segments of the population, and not only by the most educated, it is essential to use a language that can be understood by simple people.

This way, it is more than recommended and appropriate that those who have the responsibility, in the diverse sectors of government, to publish data and information in a way that the language can be understood by its audience and in accessible supports.

The task is far from being easy, considering the dimensions of the country and its regionalisms. It is about summarise briefly, to create mechanisms for public information to become increasingly clear, accurate, appropriate and reliable. Certainly, this will require the consolidation of this area of knowledge and the development of methods, which will demand human and financial resources of considerable size. But the prize for the inclusion of broader sectors of society in the understanding of what the government intends to communicate will be the incentive to the participation of citizens, increased transparency and, therefore, the improvement of public management itself.

This manual should be understood as a roadmap for the design of a Plain Language (PL), to be coupled to the manner in which the Government of the State of São Paulo disclose its information on the Internet. Especially with

regard to the meaning of technical expressions routinely used by specialists from the various areas of governmental action, in order to make them more accessible to the understanding of the ordinary citizen.





# THE PLAIN LANGUAGE AND THE DIGITAL MEDIA

Chapter 2

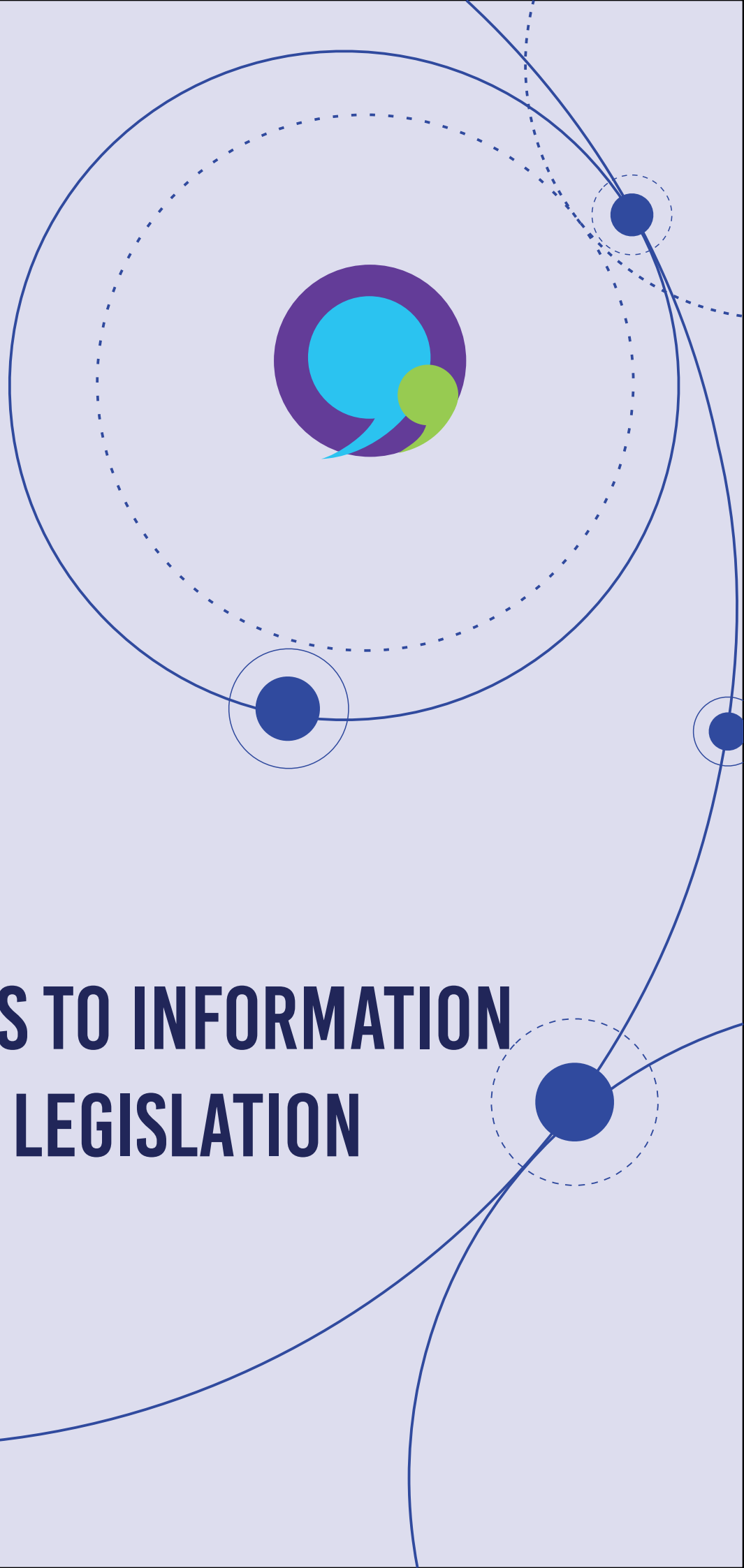
The form of reading is conditioned to the text support. On paper the reader is immersed in the text, contained within its limits and can focus all attention on it. Already in the digital format screen, reading does not occur word by word. The reader makes a general reading, “scan” the text seeking to quickly find the terms related directly to the subject of interest.

In electronic media the reader’s attention is dispersed by the different elements that are on the screen (images, links, buttons, tabs, etc.). Even because, many times the reader is in environments not so much favourable to traditional reading, dividing the attention with other events around. Furthermore, there is the possibility to interact with the digital media in a much more dynamic way than in the paper. The body posture itself changes when the person moves from the reading of one support to another. In digital it is required a quick understanding of the meaning of the text and there is no time available or adequate space for deeper reflections (GONÇALVES, 2010).

The increasing scanning of information and the popularization of electronic devices are changing the relation between public institutions and citizens. Facilitate communication and interaction through electronic means is a concern of governments of various countries around the world, because people have the need to read official texts, either to get something they need, such as a license or access to formal education, either to fulfil obligations, such as payment of taxes or to access information that are important for the exercise of their professional or daily activities.

Another aspect of the present society to reinforce the need for a concise and clear communication from the government is the increasing fragmentation of people’s time. To work, study, take care of personal life and enjoy the culture and leisure options, the tasks are multiplied and the time is divided into small intervals, where is required focused attention. Therefore, what people will value is a communication that allows them to seize the meaning of the message in the shortest period possible.

Overall, the challenge that arises is that the contents aimed at public transparency need to be published in formats and languages more understandable by the citizens. In this sense, taking into account that reading in electronic media, especially on mobile devices, is increasing in today’s society, information available should be direct and objective, in contrast to the extensive and dense texts most appropriate to paper.



# **ACCESS TO INFORMATION LAW – LEGISLATION**

Chapter 3

The transparency towards the databases, as well as the availability of government information, has great support in Brazilian and São Paulo's legislation.

The understanding is that all government information is public, with rare exceptions, all linked to the stabling of personal data confidentiality or State's security.

The main national landmark is the Access to Information Law ([Lei de Acesso à Informação](#)), which deals with procedures that, obligatorily, must be adopted by municipal, state and federal agencies to ensure the access to information by the citizens. Stands out Article 5, which states that “The State has the obligation to guarantee the right of access to information, which will be franchised, through objective and streamlined procedures, transparently, clear and easily understandable language” and Article 8, paragraph 3, subsection I, which says:

The sites [...] must, in the form of regulation, meet, among others, the following requirements:

I - Have content search tool that allows access to information, objectively, transparently, clear and easily understandable language.

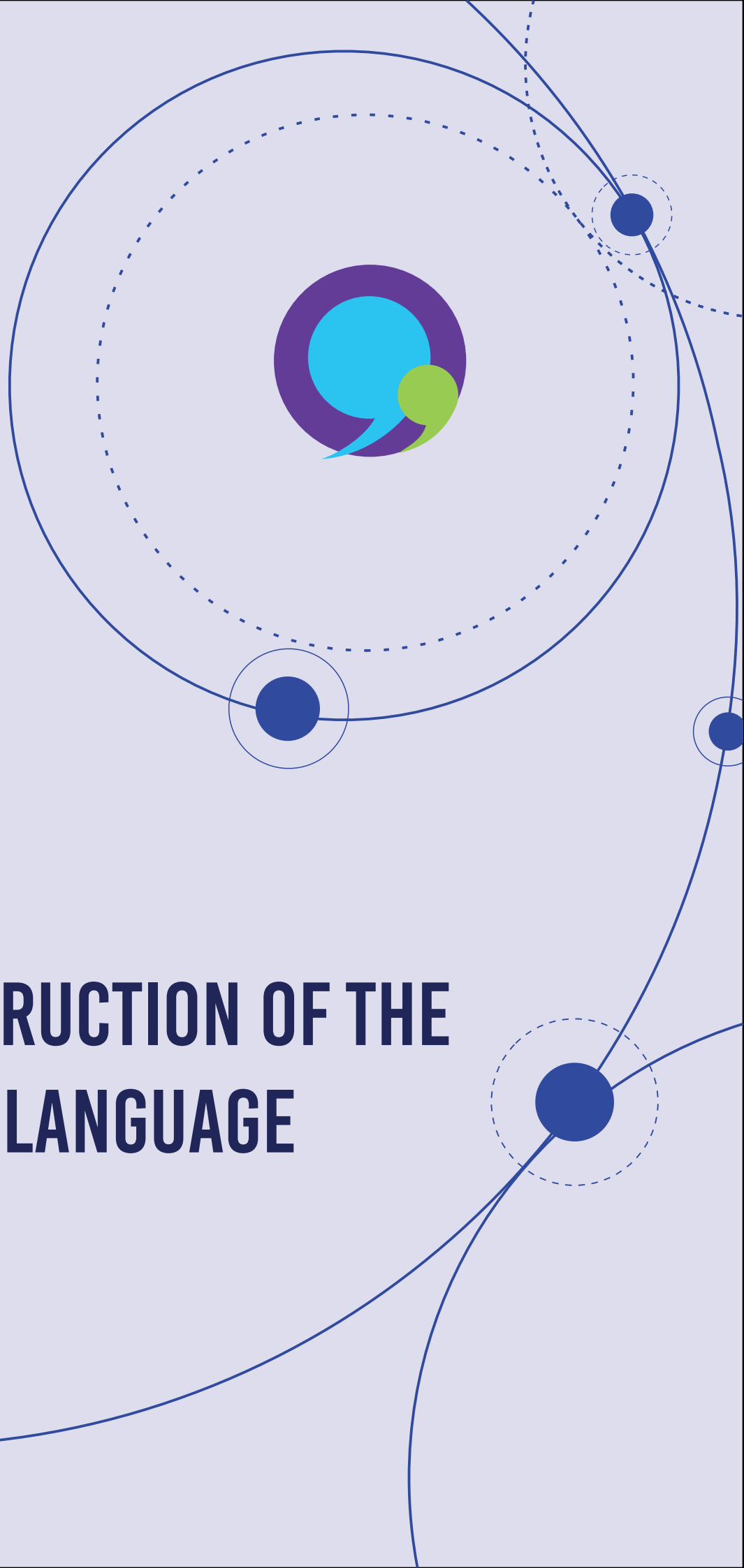
Specifically in relation to the State of São Paulo, the following legal initiatives must be highlighted:

- Knowledge and Innovation Management Policy – [Decree number 53.963](#), of 01/21/2009, which aims, among other aspects:
  - Improve the formulation and implementation of public policies and services to citizens and society;
  - Promote transparency in public management, providing information to citizens, to enable greater participation in political and administrative decisions;
  - Encourage the creation of a culture of innovation and sharing of knowledge and information in public management.
- Open Government - [Decree number 55.559](#), of 03/12/2010, that aims to:
  - Make available to society, through the internet, copies of databases, non-confidential information and unrestricted access of the agencies and entities of the State Public Administration;

- Give publicity, free and open access to data and non-confidential information in possession of the State Public Administration;
- Organize and structure the databases to be made available in an open format.
- [Decree number 58.052](#), of 05/16/2012, which regulates the Federal Law number 12.527, of 11/18/2011, which regulates access to information. To highlight, Chapter III, which deals with the disclosure of documents, data and information:

Article 23 - Is the duty of the agencies and entities of Public Administration, regardless of requirements, the disclosure in an easy accessible place, in the context of their responsibilities, of documents, data and information of collective or general interest produced by the mor held in custody.

§ 3º - The sites mentioned in § 2º of this article must [...] have content search tool that provides access to information objectively, transparently, clear and easy to understand language.



# CONSTRUCTION OF THE PLAIN LANGUAGE

Chapter 4

## EXPERIENCES IN OTHER COUNTRIES

Maybe because it is a relatively recent activity in the official agencies that take care of issues related to communication with the public, there are not many experiments aimed at Plain Language (PL), at the simplification of the terms used in official documents, reported on government websites.

The examples of foreign government actions, presented below, are the most eloquent about the validity of policies aimed at improving the communication of governments, considering the citizens.

### United States of America

The first initiatives aiming to simplify government language date back to 1972, when it was issued a decree determining that the Federal Register should *be written in 'layman's terms'*, meeting the manifestation of the National Council of English teachers.

After advances and setbacks, from the 1990s, the American Government develops activities like the [Plain Language Action and Information Network](#) (PLAIN), an interagency working group dedicated to the idea that citizens deserve clear government communications. In short, the discussions undertaken by this group led to the [Public Law 111-274](#), of 10/13/2010, which aims to “enhance citizen access to Government information and services by establishing that Government documents issued to the public must be written clearly.”

The referred law had effective beginning of implementation, from [executive memorandum](#) (*Memorandum for the Heads of Executive Departments and Agencies*), issued by the *Office of Management and Budget* and linked to the *Executive Office of the President*, to the executives of federal agencies departments.

The document reaffirms prior act of the Obama administration ([Memorandum on Transparency and Open Government](#), of 01/21/2009), which emphasizes the importance of the creation of a system of transparency, public participation and collaboration and that the use of plain language is indispensable to achieve these goals. Are also defined the implementation strategy and the role to be played by the government agencies, under the mediation of PLAIN, which offers resources for Plain Language implantation in several American federal agencies, which can be demanded by internet site.

## Australia

According to documents made available by the Australia Office of Parliamentary Counsel - OPC, since the mid-1990s, initiatives have been implemented in order to promote changes regarding the Australian Government's communication with the public, especially when it comes to the best way to convey the meaning of the country's legislation.

Thus, the effective implementation of new writing formats and graphical presentation of the Australian legislative documents, supported by a structure with about 50 writers and editors, was undertaken, as can be seen in the document [OPC's drafting services: a guide for clients](#) and presentations at conferences at [Canada](#) and at the [United States](#). Manual, guidelines for writing and other materials, can be found in a specific section in the [OPC's](#) website.

Recently, in 2010, by initiative of OPC itself, a research was conducted on the perception of innovations introduced, with the users of the country's legislation, such as judges, magistrates and justice servers, lawyers, officers of the Parliament and the Public Ministry and executive servers.

## United Kingdom

It can be considered that the most illustrious and great inspirer of the "movement" by plain language in the United Kingdom was George Orwell (Eric Arthur Blair's alias, 1903 – 1950). In 1946, in the essay *Politics and the English Language*, in which he treats more about language than policy, has launched a real manifest in order to defend a more clear and concise writing. It is in this essay that he renders the rules to express thoughts in a clear manner (ORWELL, 1946):

- Never use a metaphor, simile, or other figure of speech which you are used to seeing in print;
- Never use a long word where a short one will do;
- If it is possible to cut a word out, always cut it out;
- Never use the passive where you can use the active;
- Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent;



- Break any of these rules sooner than say anything outright barbarous.

Decades later, the United Kingdom portal keeps published its content policies ([Writing for GOV.UK](#)), supported by countless studies and researches about the behaviour of its different groups of audience, as can be seen in the study [GOV.UK content principles: conventions and research background](#), from survey conducted with the University of Reading, which seeks to evaluate the principles of content of the British portal, including elements which indicate how the language can be better structured for reading on the screen and how the content can be more accessible for all, indistinctly.

Besides being conveniently disseminated by the British government, there are private companies' initiatives such as [Word Centre](#) and [Plain English Campaign](#), this with extensive portfolio of private clients, local and national governmental organizations.

## EXPERIENCES IN BRAZIL

Also are not many explicit references about the application of PL in Brazilian government sites. In fact, there is no clearly defined policy on this subject.

The Brazilian Institute of Information in Science and Technology - IBICT has the mission to “promote competence, the development of resources and information infrastructure in science and technology for the production, socialization and integration of scientific and technological knowledge”. It presents on its website, a single topic related to PL. It is a proposal for its implementation, as can be seen in “[Proposta de implantação de uma linguagem clara nos conteúdos de Websites do Governo Federal](#)” (BARBOSA, 2010).

Besides IBICT, the [Portal Gov.br](#), aimed at the development of federal programs for Electronic Government, has among its guidelines ([diretrizes](#)) the determination that “The sites and online services of the Federal Government should use clear and appropriate language to its target audience and the internet environment” in addition to “prioritize the provision of services for lower classes”.

The theme does not earn greater highlight, explicitly, on the sites of state governments, except for references in the Access to Information Act, in the respective and mandatory State Transparency Portals. Only in two

states (Paraná and Espírito Santo) was possible to find some quote to the deployment of more friendly language, when dealing with the ordinary citizen access public information. Apart from these, it can be seen that Rio Grande do Sul's government also strives to communicate in simpler language with citizens. Here are brief descriptions and references on the situations of three states:

### **Paraná**

The Portal “[Gestão do Dinheiro Público](#)” (Public Money Management), of Paraná, expresses intention to “Endow the Government of a Portal for legal reporting to the population, using accessible language and clearly organizing information”. Since 2005, through the [Manual de Comunicação Escrita Oficial do Estado do Paraná](#) (Official Writing Communication Manual of Paraná), there was already the concern with the communication style to the ordinary citizen (pages 2 and 3, for example).

### **Espírito Santo**

The Secretary of State for Control and Transparency of Espírito Santo, in base text (version of February/2015) aimed at the Modernization and Expansion of the Transparency of the Portal (Modernização e Ampliação do Portal da Transparência) recommends that, among its attributes, the information is made available in a way that the user has understanding of its contents, according to his profile, being that, for the ordinary citizen, the language should be simple, friendly and pedagogical (page 6).

### **Rio Grande do Sul**

Even without any explicit reference to the practice of Plain Language in state government sites, it stands out through its Citizens' Centre ([Central da Informação](#)), where publishes the Transparency Handbook ([Cartilha de Acesso à Informação](#)) that shows, in a light and interactive way, valuable inputs on government public information available.



# PLAIN LANGUAGE

Chapter 5

The tool to bring the government's communication to the required by the degree of population's education is Plain Language (PL). With it will be possible to ensure better access to ordinary citizens to the information they need or want to know. As following, are presented its main concepts and a method to convert technical languages in PL.

Language is an instrument through which is performed the mediation between systems or informational set and users. That is, an instrument which holds the bridging function between at least two languages: the system's language and the user's language.

This Plain Language is the simple and direct expression of information, from a "translation" of the technical language in order to ordinary citizens (laymen), can have a first understanding of the meaning of the object of their search.

It is necessary to have a basic premise that the average user does not have enough knowledge to understand the technical terms and the context to use it, hence the need to clarify as much as possible.

On the issue of using simple words, the experience of the professional in contact with customer support in public services can be a facilitator, because he will be able to empirically mediate the technical term to popular (clear).

PL is defined mainly by the results - easy to read, understand and use. The texts will be considered as written in PL if the audience can understand them.

## **HOW TO WRITE**

For the PL's construction is necessary, first of all, a good writing. Prioritize grammatically correct texts, with complete sentence structure and formulation easy to understand, that is, using simple and succinctly words without dispensing the technical terms when needed. As following, some useful tips on clear writing are highlighted:

### **Direct text, clear and objective language**

The text must be clear, precise, direct and objective. Sentences must be short. Avoid excessive intercalations or unnecessary reverse orders. It is not necessary to require the reader to make complicated mental exercises to understand the text. Observe if the document provides, in the first paragraph, the essential information to the reader: what, who, when, where, how and why. The text

must provide as much information as possible so that the reader does not need to call or write just to get basic information. Adopt as norm a direct order (subject + verb + predicate), as this is the one that leads more easily the reader to the essence of information. Dispense the irrelevant details and go straight to the subject, without beating around the bush.

### **Simple texts**

Simplicity is an essential characteristic of the informative text. Remember: you write for all people. All of them, without exception, have the right to understand any text published. Always prefer the simplest word.

### **Economy of words**

Time is precious these days; internet users' time is further reduced. Therefore, avoid long descriptions and give information with the fewest possible number of words. Select the available information with the utmost criteria, include the essential and give up the superfluous.

Examples: instead of “oppose veto to” use “veto”; prefer reject (and not declines) an invitation; delayed or postpones (not procrastinate) a decision; enjoy (and does not enjoy) a situation. Likewise, prefer delay or postponement to without undue delay; discord and intrigue over cockle; violent criticism over diatribe; obscure over obnubilar, etc.

### **Pseudo-erudition**

Avoid the erudition excesses: embellishments, vocabulary pragmatism, preciousness and technical terms. All this is avoidable and can cause bad impression. Besides not adequately communicate the message to all readers, the text gets heavy and is in danger of becoming unintelligible, pedantic and just directed to “initiated”.

Thus, dispense expressions that are intended to replace common terms, such as: barrister, fire soldier, array of measures, Christmas date, authorised representative, Executive Chief, precious liquid, aircraft, holy-field, necropolis, home of laws, petard, bodybuilder, Upper Chamber, technologized, exacerbation, consubstantiation, operationalization, monetize, programmatic, emblemize, congressional, instructional, foundation, re-sociability, dialogical, transact and others.

## **Repetitions**

Do not start periods or paragraphs followed with the same word, or repeatedly use the same phrase structure. It is worth seeking synonyms when you have to use the same word in a paragraph. But attention with a trap: the use of many synonyms can lead to inaccuracy.

## **Logical sequence**

Chain paragraphs together. A complete text is a series of links (as a current) of paragraphs that bind.

Nothing worse than a text where the paragraphs that succeed each other as airtight compartments, without any fluency: it not only becomes difficult to follow, as disperse the reader's attention in the middle of reading. Chaining paragraphs does not mean to use language addictions, as 'on the other hand', 'while this', 'at the same time', 'nevertheless', etc.. Seek expressions that are not obvious or simply do not use them: if the sequence of the text is correct, these resources will become unnecessary.

A good tip for the text flows in a pleasant way, in a logical chain of ideas, facilitating the connection of the links that form the information, is to use titles and subtitles.

## **Abbreviations**

Generally, abbreviations create difficulties for the reader. Therefore, unless in the case of an established acronym (PMDB, for example), one must right the full name ahead the abbreviation: Municipal Department of Sports (SEMESP). Acronym in title, only if it is consecrated. Also, when it comes to terms not pronounceable as words, all letters should be in capital letters. Forming a word, high and low. Acronyms up to three letters should be spelled in capital letters.

### **Some tips, in a summarized manner:**

- Prefer the active voice;
- Use short sentences;
- Do not use metaphors;
- Avoid technical jargon;
- Care about the clarity of the text;
- Do not use phrases that hinder the clarity of thought.

It is possible to find on the internet complete books that can assist the development of a good writing. Among them are worth mentioning those published by the newspapers [Folha de S. Paulo](#) and [O Estado de S. Paulo](#).

It is also recommended to consult the Resolution CC-09 ([Resolução CC-09, of 02/25/2005](#)) manuals, which established instructions and recommendations regulations for the agencies of the São Paulo State Government to improve the electronic service creation, development and management of state sites on the Internet. These regulations are called [Manuais da CC-09](#) and are available for download.



# PL'S CONSTRUCTION METHOD

Chapter 6



It is relevant to highlight that the PL is still a relatively new concept, especially when it is about making available information from governments. There are few known definitions of PL in the public sector, among them stand out Cathy Chapman's, former director of the National Literacy Secretariat, and key person in the implementation of Plain Language program in the Government of Canada. For her, PL is "a technique of organizing information so that it makes sense to the reader, keeping in mind your audience first and foremost before everything and using a language that is appropriate for the reading skills of your audience". For William H. DuBay, writer, editor and organizer of workshops about PL, it is "a literary style easy to read because it adapts to the reading skills of the audience." (BARBOZA, 2010).

Evidently the PL is not a magic tool capable of bringing to reader all the knowledge of a particular area. It introduces the reader to the subject eliminating or translating technical jargon and suppressing the flowery language. The deep knowledge that transforms a person into an expert in certain subject is still only being possible to get through arduous studies.

## **TEXTS AND DATABASES**

For texts, the issue of PL concentrates on doing a good writing translating technical texts in accessible language for the layman. In the cases of large masses of information, notably those contained in databases, it is necessary to apply the method described below.

The starting point should be the use of documentary language of PL - which is nothing more than organized technical vocabulary (term, text or heading) - this tool helps to organize information, in its circulation and transference.

For the PL to play the role of a communication instrument, it should gather qualities such as: be characterized as meta-language, that is, a language that supposes the existence of recorded knowledge, a previous language reworking it as information and further incorporate the user as part of the process.

That said, as a first step it must be taken into account that there are areas of knowledge that already have an organized technical vocabulary - especially in hierarchical terms - that goes from the most comprehensive issue to the more specific.

When there is no vocabulary already organized, must start from scratch, it is essential that this question is provided by the professional responsible, supported by the specialization in the area of knowledge.

With the vocabulary organized in hand (terms or texts) - such as the headings from the State Government Budget - it is essential for the professional responsible to have accurate understanding of the concepts that involve such headings, supporting in researchers that have that knowledge, exhaustive survey of specialized bibliographies, etc. This is essential for the use of simple words does not mean loss of the real meaning.

At this time the construction of the PL is supported on the technical definitions (metadata) in respect of each term, text or heading. Then a “translation” to plain language is made, creating the new term, text or heading, which can be complemented with the use of synonyms. This new heading should be concise and have simple words.

Despite the PL be characterized as a natural and seemingly free language, it is important to maintain the initial organization of the object to be built. Thus, at the time of presentation of these concepts (metadata) in an organized or systematic structure is that it imposes the question of hierarchy that, by analogy with the relations between the concepts, refers to the hierarchical relations.

There is no way of presentation that shows all the concepts and all the relations and still provides a vision of the whole. When there is a systematic part, it generally presents hierarchies.

In order to follow the procedures so far theorized, is presented the step by step through the - Instrument to create a Plain Language.

From the moment that the PL is ready, should think how to manage the possible insertion (update) of terms in the structure already completed, it is suggested the most accessible and basic that would be through spreadsheets. Besides Excel, there are other free programs that can be used for this function as OpenOffice, LibreOffice and WPS Office.

**TABLE 1  
ORGANIZATION MODEL OF INFORMATION IN SPREADSHEET**

<b>Discretion</b>	<b>Technical Definition</b>	<b>Clear Definition</b>	<b>Plain Language</b>	<b>Synonym 1</b>	<b>Synonym 2</b>
<b>3.0.00 CURRENT EXPENSES</b>	It is classified in this category all expenses that do not contribute directly to the formation or acquisition of capital asset.	Expenses that are intended for maintenance and operation of public services provided by the Government.	Expenses for maintenance and operation of public services. Costs with active and retired employees	Expenditures not applied in capital asset acquisition.	Costs related to goods or services for the production of other assets.
<b>3.1.00 PERSONAL AND SOCIAL CHARGES</b>	Budget expenses with active, retired personnel and pensioners, related to elective offices, positions, functions or jobs, civilians, military and empowered members, with any remuneration species, such as salaries and benefits, fixed and variable allowances, retirement income, retirement and pensions, including extras, bonuses, overtime, and personal benefits of any kind, as well as payroll taxes and contributions collected by the entity to entity pension, as established in the caput of Article 18 of Complementary Law 101, of the year 2000.	Budget expenses with active, retired personnel and pensioners, related to elective offices, positions, functions or jobs, civilians, military and empowered members, with any remuneration species, such as salaries and benefits, fixed and variable allowances, retirement income, pensions and annuities, including extras, bonuses, overtime, and personal benefits of any kind, as well as payroll taxes and contributions collected by the entity pension funds.	Costs with active and retired employees	Costs with active and inactive personnel	

## SUGGESTIONS FOR PLAIN LANGUAGE

Following are some recommendations, in order to offer subsidies for the clearest possible description, in order to be understood by as many people as possible, of the content of the databases catalogued in [Portal Governo Aberto SP](#).

1. Define the object to be decoded for the application of the language;
2. Use the hierarchical ordering of terms as the initial instrument of organization of the language. Usually, in the case of the areas of the Government, this work is already done, otherwise this ordering should be produced;

*Example:* Hierarchical ordering of the State Budget

<b>3.0.00.00</b>	<b>CURRENT EXPENSES</b>
<b>3.1.00.00</b>	<b>PERSONAL AND SOCIAL CHARGES</b>
<b>3.1.20.00</b>	<b>TRANSFERS TO THE UNION</b>
3.1.20.41	CONTRIBUTIONS
<b>3.1.90.00</b>	<b>DIRECT APPLICATIONS</b>
3.1.90.01	RET. OF THE RPPS, RESER. RENUM.AND REF. OF THE MILITARY
3.1.90.03	PENSIONS OF THE RPPS AND MILITARY
3.1.90.04	HIRING BY DETERMINED TIME
3.1.90.07	CONTRIBUTION PENSION CLOSED ENTITIES SOCIAL SECURITY
3.1.90.08	OTHER ASSISTED BENEFITS OF THE SERVER AND MILITARY
3.1.90.11	FIXED-PERSONAL CIVIL MATURITIES AND BENEFITS
3.1.90.12	FIXED-PERSONAL MILITARY MATURITIES AND BENEFITS

3. Search for each term, heading or text its technical definition or technical conceptualization (metadata). The conceptual knowledge is essential to evaluate the degree of specificity to be used.

*Example:*

3.0.00.00 CURRENT EXPENSES

Are classified in this category all expenses that do not contribute directly to the formation or acquisition of a capital asset. (Personnel expenses and charges, consumables, services such as security, cleaning, rentals etc.)

4. Grammar correction, which includes the complete structure of the sentence or the use of calculated words that translate what the user needs to know.

*Example:*

3.1.00.00 PERSONAL AND SOCIAL CHARGES

To

Costs with active and retired employees

Use the synonymy resource (synonyms)

3.0.00.00 CURRENT EXPENSES

To

Personnel expenses and charges, consumables, services such as security, cleaning, rentals, etc. (major term)

Expenditures not applied in a capital asset (synonym)

Expenditures not applied in the acquisition of a capital asset (synonym)

Expenditures with goods or services for the production of other goods (synonym)

### **IMPORTANT NOTE:**

There are situations where the technical term is public domain with no need for a “translation” to Plain Language

#### ***Example 1***

*Current revenue (main technical term)*

- Technical definition (metadata):  
Constituted by tax revenues, contributions, property, agricultural, industrial, service and other, and also those from financial resources received from other people in public or private right, when destined to meet expenses classified in Current Expenditure.
- Clear Definition (metadata):  
Money raised from the collection of taxes, fees and other contributions.
- Plain Language:  
Money raised.  
Collection with taxes from the population and companies. (Synonym)  
Collection with fees paid by the population and companies. (Synonym)

*Tax Revenues (hierarchy - facet of the main technical term)*

- Technical definition  
Entries from the collection of taxes, fees and improvement contributions.  
It is private income of entities investees of power to tax: Union, State, Federal District and Municipalities.
  
- Clear Definition  
Money or amount collected from the collection of taxes, fees for provision of public services and improvement contributions.
  
- Plain Language  
Tax and fees collection.  
Money raised from tax collection. (Synonym)  
Fees collected for the provision of public services. (Synonym)

***Example 2 – Hierarchy***

3.0.00.00 CURRENT EXPENSES (main technical term)  
(Plain Language: Personnel expenses and charges, consumables, services such as surveillance, cleaning, rent etc.)

3.1.00.00 PERSONAL AND SOCIAL CHARGES  
(Plain Language: Expenditures with active and retired personnel).

3.1.20.00 TRANSFERS TO THE UNION  
(Plain Language: Expenditures with amounts transferred to the Federal Government, Public Companies, Foundations and Autarchies).

3.1.20.41 CONTRIBUTIONS  
(Plain Language: cost of donated amounts that are not linked to the provision of services).



# GLOSSARY

Chapter 7

**Synonymy:** Relation that is established between two or more words that present the same or similar meanings (synonyms). The synonymy, although it is an identifiable phenomenon in vocabulary area, is not a property of the word, but of language. The determination of the meaning of a word is only possible from the context. Based on this paradigm, the documentation seeks to limit it by interpreting the terms on the context in which they are observed.

**Metadata:** Are landmarks or reference points that allow circumscribing information in all forms; it can be said summaries of information on the form or content of a source. Therefore, the meta-language is nothing more than using a kind of language to speak of itself.

**Empirical Evaluation:** The empirical evaluation is the search for relevant and convenient data obtained through experience and the experience of the researcher. It aims to reach new conclusions from the experimental maturity of others. Thereby, enriching and transforming into knowledge easy to understand.

**Hierarchical Relationships:** are those that happen between certain terms / concepts when it is observed the existing relation between two terms in order to position them in a systematic structure. That is, when there is precedence between two concepts, the greater should be above the smallest. It is characterized by an organization of semantic inclusion departing from the generic to specific, and the first always imposes its properties to the second, thus creating, between them, a semantic dependency.

**Facet:** Aspect or point of view by which can be treated a concept, a class, a category or semantic field.

**Definition:** A definition is a statement that describes a concept allowing differentiating it from other concepts associated and can be formulated in two basic ways: definition by understanding (or intention) or intentional definition, which includes the mention to the closest generic concept - already set or supposedly known.

**Documentary Languages:** are structured and controlled, constructed from principles and meanings arising from terms constituents of technical specialties language and natural language (BOCCATO, 2009).





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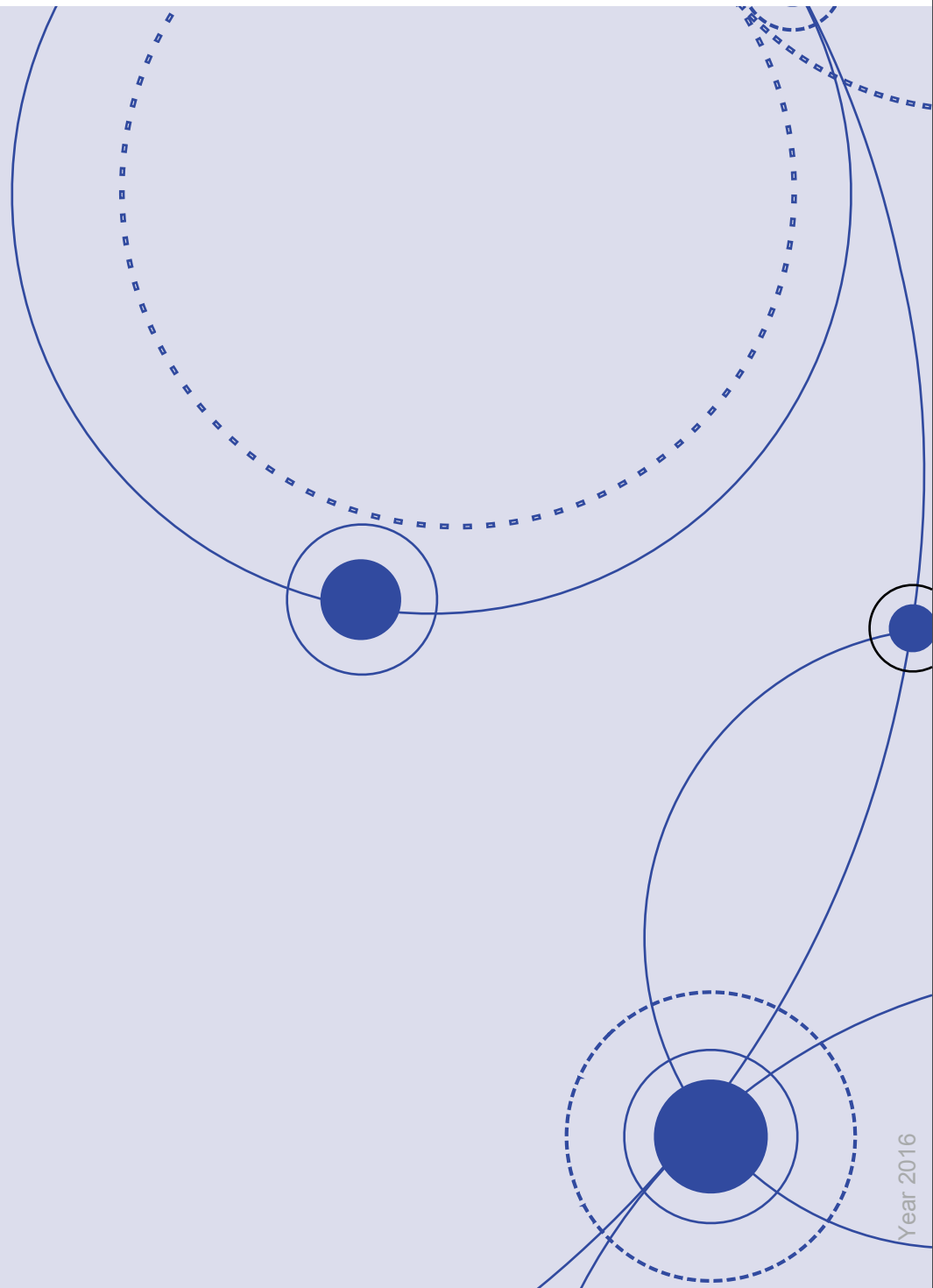
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