Letting Go of the Words: Communicating in Today's Workplace

Dr. Janice (Ginny) Redish discusses plain language, ethics, and technology in workplace communication



Dr. Ginny Redish will discuss how your skills learned from the Humanities will help you succeed on the job.

Dr. Redish is a world-renowned specialist in:

- Plain language
- Writing for the web
- User experience (UX) research and design

She is author of numerous publications on effective communication and technology, including her most recent book, *Letting Go of the Words – Writing Web Content that Works*.

When: Wednesday, November 7, 2012 from 2:00-3:30 PM

Where: Fourth Floor Program Room, Andrew White Student

Center

This interactive session is free and open to the public. Students, faculty, and staff interested in producing effective workplace communication should attend. Light refreshments will be served. More information: http://www.loyola.edu/academic/writing

Sponsored by the Loyola Writing Center; The Center for the Humanities, Loyola College In Maryland; and the Writing Department: 410-617-2228

Letting Go of the Words: Communicating in Today's Workplace

No matter what field you work in, you write. You write for people who are too busy to read much. You – and your readers – skim, scan, grab information to meet some need. How can we write successfully in the 21st century world of information overload?

Come to this interactive session with Dr. Ginny Redish and get new ideas about workplace writing. Whether your workplace is the university, business, government, or a nonprofit organization, you succeed only when your readers succeed.

Ginny draws on her background in Linguistics and her many years of experience as a consultant to share research-based guidelines and interesting examples with us. She will show us how plain language is both morally right and the key to professional success.

About Ginny Redish

Janice (Ginny) Redish is passionate about making information work for both writers and readers. Through her consulting practice, Redish & Associates, Inc. (http://www.redish.net/), Ginny helps government agencies and private companies plan, organize, design, write, and test all types of communications.

Ginny is sought after as a speaker and workshop leader. She is a dynamic instructor who has trained thousands of writers and subject matter specialists in the U.S., Canada, Asia, and Europe in plain language, usability, writing for the web, and other topics. Ginny has keynoted conferences in the U.S., China, England, Finland, The Netherlands, Norway, Slovenia, and Spain.

Reviewers have raved about Ginny's most recent book, *Letting Go of the Words* – *Writing Web Content that Works*, now in its second edition (2012). She is also co-author of two of the classic books on how to make documents and products usable and author of numerous journal articles and book chapters.

Ginny is a graduate of Bryn Mawr College and holds a Ph.D. in Linguistics from Harvard University.