

Accessible  
communication  
and user  
orientation



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Easy-to-understand  
communication, equal  
access



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→ **Accessible communication** and user orientation

Accessible  
communication

**Basic assumption:** Texts represent communication barriers for target groups if they are not adapted to their communicative needs, competences and preferences (see Hansen-Schirra/Maaß 2019, 2020 Maaß/Rink 2019, Maaß 2020).

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# Communication barriers

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Sensory barrier

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Cognitive barrier

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Motor barrier

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Language barrier

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Expert knowledge barrier

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Expert language barrier

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Cultural barrier

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Media barrier

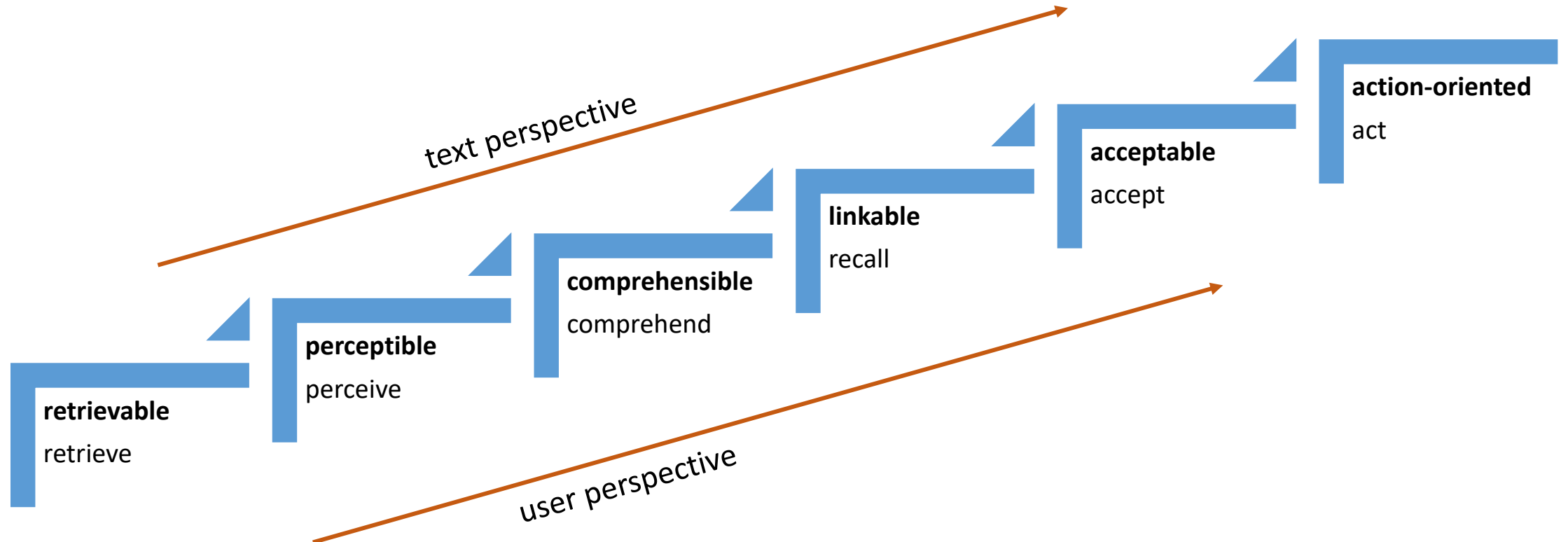
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Motivational barrier

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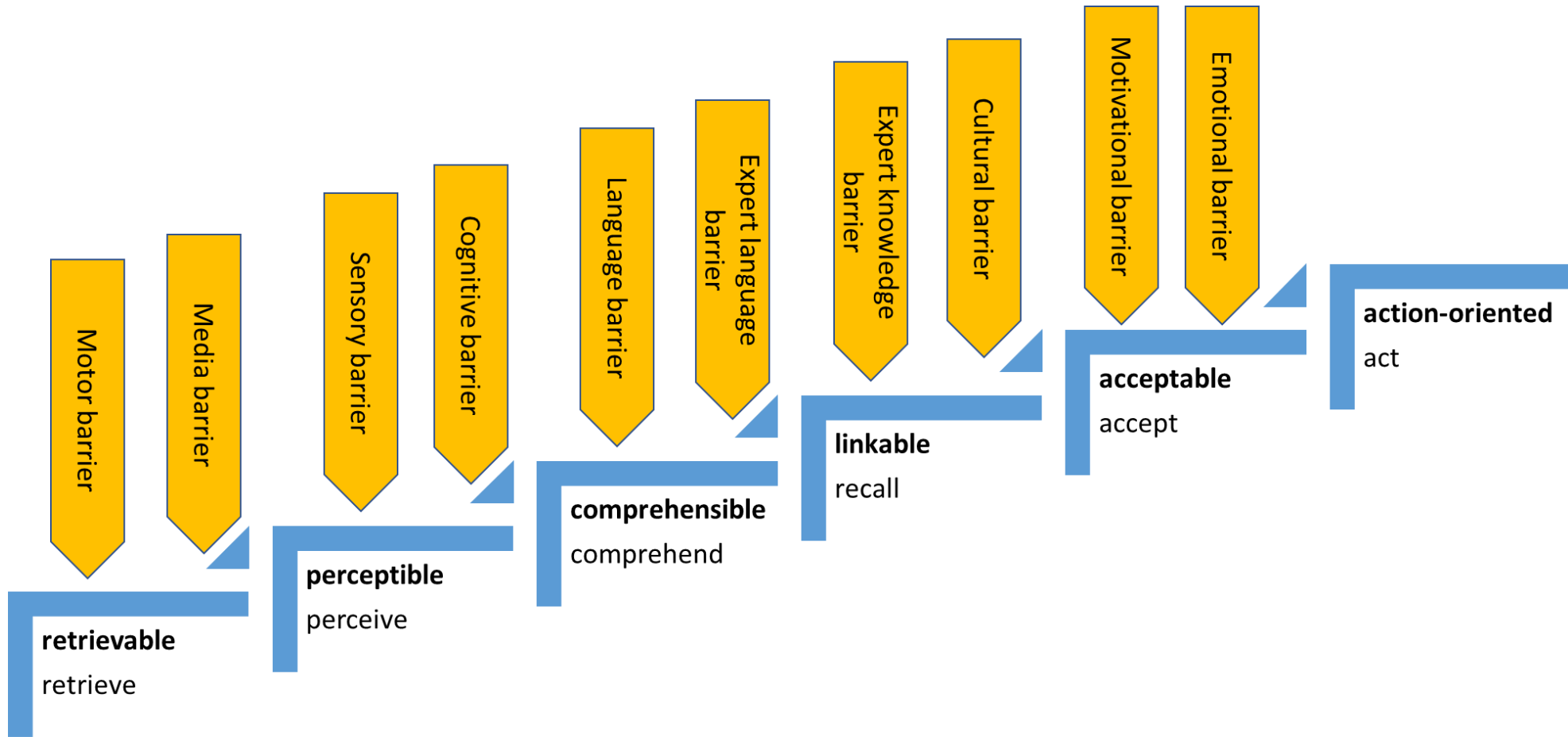
Emotional barrier

# Hildesheim school's accessible communication model

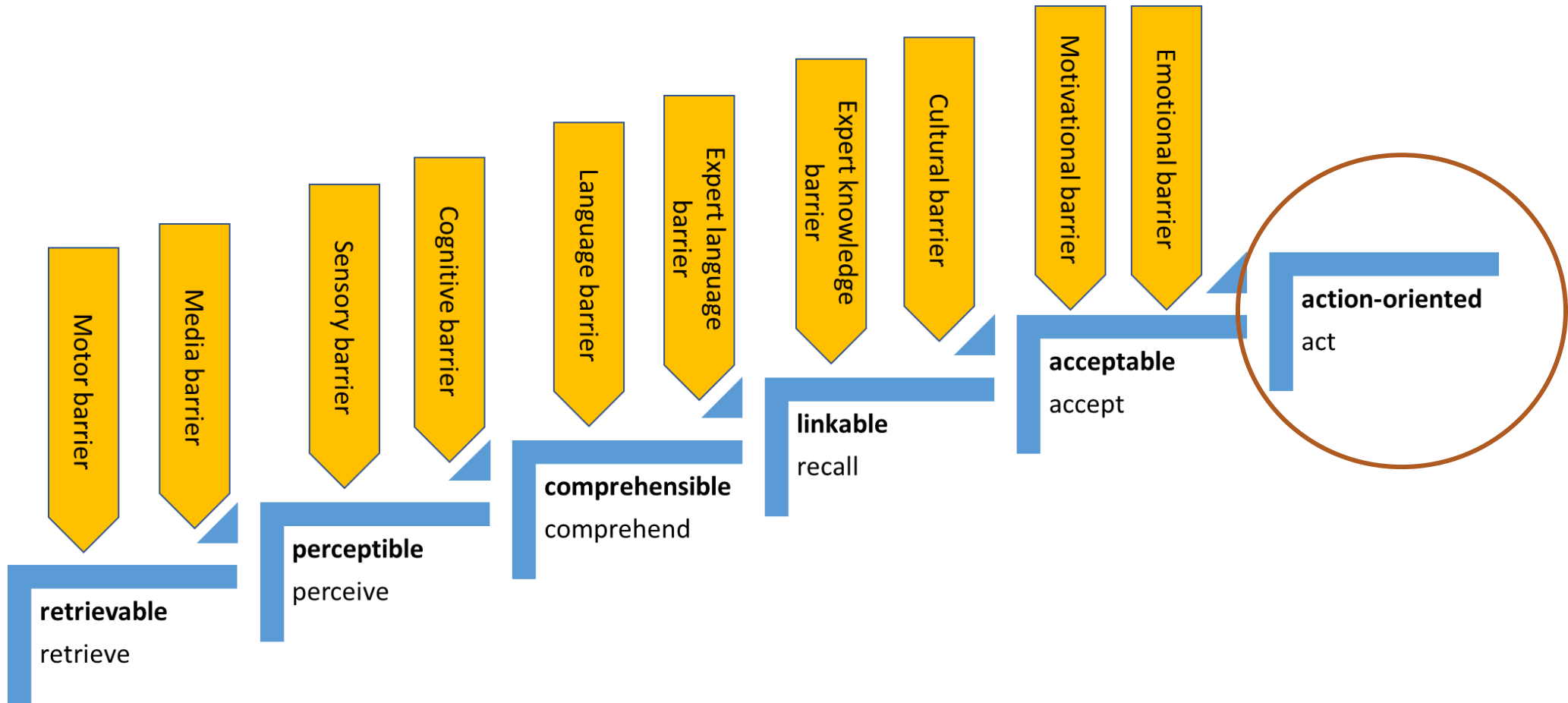




# Successful interaction



# Successful interaction



# Further remarks

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Experts with sound textual practice are needed to create accessible content

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Knowledge on the target groups is key for accessible communication

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Communication barriers are situated on the textual side

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Comprehensibility / Comprehension is important, but is not the only feature of accessible content

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Each situation represents a different set of challenge for creating accessible content

Thank you very much for your attention!

