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Smart Language: Readers, Readability, and the Grading of Text

By William H. DuBay

BookSurge Publishing. Paperback. Condition: New. 156 pages. Dimensions: 8.8in. x 5.9in. x 0.6in. Smart Language is the story of the readability formulas, standard tools in education, government, and business. Early in the 20th century, education in the U. S. was confronted by a changing school population, especially an increase in the second generation of immigrants in secondary schools. In response, there was a new reliance on scientific tools for studying and objectively measuring educational problems. This effort engaged the best minds of the age, including Edward Thorndike, William Gray, and Edgar Dale. Their work led to the first readability formulas. In 1935, surveys revealed that the average readers in the U. S. were adults of limited reading ability. New studies showed how more readable text increases their readership and comprehension. Today, the readability formulas continue to benefit millions of readers throughout the world in many languages. William H. DuBay is a professional writer with 40 years experience in public relations and technical communication. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.


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