

# **NTNU University Museum's Language Policy**

## **Language Profile for the Public**

The University Museum's exhibitions convey knowledge to a general audience. We must be accurate, write in a way that everyone can understand, and do so in a way that engages the public.

## **Language**

All new exhibitions must have text in both Norwegian and English. We use British English, in line with the rest of NTNU. As a regional museum located in a South Sámi area, we strive to include South Sámi in our exhibitions.

## **Tone**

We use active language, familiar words, and short sentences. We aim to use plain language.

Scientific staff provide background information—not finished texts. This ensures consistency in style and tone, free from technical jargon.

Our texts must be accurate but not limited to delivering facts. Our goal is to also tell a story, evoke emotions, and create a sense of identification. Tone and content are tailored to the intended audience.

## **Text Layout**

- We state the central points first.
- Titles should grab attention, be short, and reflect the main point of the text.
- Texts should include brief introductions (leads) that convey the key message. A reader should understand the core message by reading only the title and lead. The body text elaborates and should ideally be divided into paragraphs for easier reading.
- Text length must be adapted to the available space, ensuring a comfortable reading experience. For example, readers should not have to kneel to read the English text. Exhibition texts should be short enough that visitors can read everything without feeling overwhelmed.
- Body text length should also be limited on websites and Facebook events. If a longer text is necessary, it should include subheadings. These should be descriptive. The main message should be understandable from the title, lead, and subheadings alone.

## **Exhibition Titles**

Exhibition titles should attract attention and be short—no more than three words. The title should hint at the experience, without revealing everything, and should reflect the

intended audience. Titles must be searchable and work well visually.

Exhibition titles should stand alone without subtitles, although subtitles may be used on specific surfaces, such as banners or websites.

Titles are written following Norwegian spelling conventions.

We do not use "hump words" (titles with irregular capitalization), or titles written entirely in lowercase or uppercase.

Exhibition titles must not include exclamation points, other punctuation marks in the middle of the title, or foreign characters not found on a Norwegian keyboard.