

## Readability measures for print materials

Readability describes the ease with which a document can be read. The **cloze procedure** is a tool for measuring the readability of text. In this procedure, every nth word of a passage is deleted and the reader is asked to supply the missing word. In making his word prediction, the subject depends upon prior knowledge or word usage. In attempting to replace the deleted word, the reader is forced to pay more attention to the messages of the passage conveyed by the remaining words.



Comprehension involves the ability to draw meanings intended by the writer.

The word 'cloze' is derived from the gestalt concept of closure - completing a pattern. W. Taylor introduced the Cloze procedure to assess readability.

The cloze technique does not predict whether the material is understandable; it is an actual try-out of the material. It tells you whether a particular audience group can understand the writing well enough to complete the cloze test.

### How cloze procedure works

1. Delete an equal number of words from each passage at periodic intervals. You can base it on a table of random numbers or simply by counting out every nth word (every fifth, for example) without any regard for the functions or meanings of specific words.
2. Reproduce each mutilated passage with a blank of some standard length (so the length would not influence the guessing) in place of every missing word.
3. Give copies of all reproduced passages to all subjects in a sample group.
4. Ask all subjects to fill in all blanks by guessing, from the context of remaining words, what the missing words should be.
5. Total for each passage separately the number of times original words were correctly replaced, and consider these totals as readability scores.

### Cloze scoring

Categories	Score
1. Exact responses - Responses which correspond exactly to the deleted words.	1
2. Divergent responses - Responses that do not correspond to the deleted word but are semantically and syntactically appropriate resulting in a meaningful passage in relation to the rest of the words in the sentence.	1
3. Incorrect responses - These are responses resulting in a meaningless passage in relation to the rest of the words in the sentence; responses that are semantically and syntactically unacceptable.	0