



# Plain Language Summary (PLS) Generator

**SPECIALIZED SCICOMM PROMPTS TO MAXIMIZE ALTMETRIC & MEDIA IMPACT**

**Amplify Research Reach:** A Plain Language Summary (PLS) strips away complex, dense scientific jargon to unlock your discovery for funding bodies, patent offices, journalists, and the public. These precision-engineered system prompts convert technical abstracts into highly accessible narratives designed to optimize your institutional publicity framework.

## 1. Target Audience Optimization Frameworks

### The High-Altmetric Journalist Engine

MEDIA & PRESS RELEASE

Translates highly technical chemical processes into a compelling, story-driven summary optimized for science journalists and university communication desks.

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Act as an expert science communicator specializing in the chemical sciences.
Translate the following technical abstract into a vivid, engaging plain language
summary for a general news audience.
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Constraints:
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1. Do not exceed 200 words.
2. Eliminate all advanced terminology (e.g., replace "heterogeneous catalytic moieties" with "surface helpers").
3. Use exactly one real-world, intuitive analogy to explain the mechanism.
4. Conclude with a powerful 1-sentence statement highlighting the real-world impact (e.g., clean drinking water, faster electronics).

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Here is the abstract to translate: [PASTE ABSTRACT HERE]
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Engineered for multi-disciplinary grant committees who evaluate structural impact and broader community value without holding a PhD in your exact sub-discipline.

Act as an expert academic grant consultant. Rewrite this chemical research abstract into a "Broader Impacts" plain language statement for a non-specialist scientific review board.

Ensure the output explicitly addresses these three structural pillars in separate, clear paragraphs:

1. The Core Societal Problem: Why does this chemical challenge matter to the public?
2. The Clean Innovation: How does our molecular approach solve this cleanly without dense academic jargon?
3. Strategic ROI: What are the immediate downstream advantages for sustainable industry or healthcare infrastructure?

Abstract: [PASTE ABSTRACT HERE]

## 2. Fundamental SciComm Compliance Standards

### The InfoChemist Content Translation Criteria

When utilizing generative tools to build public summaries, always benchmark your final output against these strict parameters:

- **The Jargon Elimination Index:** Scan the summary for words like *kinetics*, *enantioselectivity*, *moieties*, *functionalization*, or *intercalation*. If present, force the model to swap them for descriptive behavioral analogs (e.g., "speed of reaction" or "molecular handedness").
- **No Formula Hallucinations:** Ensure complex subscript notations (e.g.,  $\text{Fe}_3\text{O}_4$  or  $\text{TiO}_2$ ) are either translated clearly into their non-intimidating common names ("iron oxide nanoparticles") or defined cleanly upon their initial emergence in the text.