EXPLAIN COMPLEX TERMS AND PROCESSES

When you write for a general audience, expect that your reader does not understand any of your terms or how processes work. Therefore, be prepared to fully explain complex terms that you use or describe how an complex process works.

DIFFERENCES OF DEFINITIONS
Terms and conceptions of terms may differ from author to author. Therefore, in some cases, you may have to define any complex terms and/or processes in order to help the reader to understand them.

For example, there are many conceptions of the word Feminist. Feminist could refer to many different denotations and connotations. As you may know, there are different types of feminism as well either historical or conceptual [e.g., First-Wave feminism (searching for basic equality for women, such as voting), Second-Wave feminism (searching for absolute equality for women), Third-Wave feminisms (who note a failure of second-wave feminism and oppose traditional roles of women), Post-Feminism (noting some success of Second-Wave feminism, but who long for the return of some traditional roles of women), and Radical Feminism (who do not believe that men contribute anything useful to feminism and who generally assert that women should maintain some form of gender dominance).

EX:

My wife is a feminist. (Worse)

My wife is a feminist, a person who believes in equality for women. (Better)

My wife is a feminist, a person who strives for equality for women yet still believes in traditional roles of the woman such as child-rearing and staying-at-home mothering). (Best)

My wife is a Post-Feminist, who strives for equality but who believes in some of the traditional roles of women. (Best)

[Author's note: These definitions are encapsulated and do not in anyway represent the entirety of feminism or its divisions]

DEFINITIONS AND LEGALITIES
Word choice may not only affect understanding, some words may have charged legal denotations.

EX:
FETUS is usually a general term for unborn child. However, there are more specific notions involving the word FETUS. The words VIABLE FETUS may represent a living being that may be able to live without its mother (outside of its mother’s womb). The words UNVIABLE FETUS may represent a living being who may not be able to live outside of its mother’s womb or is already deceased.

EX:
To take the life of another is very complex. You cannot simply label something where a person kills another person as murder. For example,

Murder involves evil or evil intent.
Manslaughter involves unlawful killings without malice or intent.
Homicide involves accidental/justified killings which may be considered criminal or not.
Suicide involves killing one’s self and is not usually considered murder.
Capital Punishment involves killing in the name of justice and is not considered murder.
Self-Defense killing another to protect one’s self is not considered murder.