



## Text Production: Two Main Stages

Effective texts for readers, i.e. texts that reach their communicative goal with regard to the reader (stage B/ text production), are only created on the basis of a clear understanding of the topic (stage A/ text production). This understanding is part of the process of dealing with the topic.

You can develop your own understanding as the basis for a text is best while writing. It can be very useful to use a writing journal, in which you can collect all your thoughts and drafts (cf. Bräuer p. 265).

In order to write reader-friendly texts, it helps to follow the following steps:

### a. Writing as a form of self-clarification

- Thinking on paper or the computer: Note down all of your observations, questions, doubts, ideas or linguistic experiments in a writing journal (e.g. a notebook) on a regular basis. Note: An idea that is written down can only become better. If left in your head, it is easy to forget it.
- Start by writing down everything that comes to mind as quickly as possible. When developing a text, it is important that you are aware of its contents: What do I want to communicate here? You are producing texts that are writer oriented (see handout "[Freewriting](#)").
- You can test how effective your idea is by telling your friends about it regularly. By doing so, you are not only making your idea more concrete, but also the language to present the idea. This makes for an ideal preparation for writing reader-friendly texts.

(cf. Bräuer p. 259)

### b. Writing as a form of communication

- If you want your text to reach other readers as well, you need to revise the first draft in a way that anyone else can get behind your ideas as well, even if they have never dealt with the topic themselves.
- In order to do that, you will need a comprehensible text structure (see handout "[Thread of Thought - Common Theme](#)"), as well a sound and logical structure that presents your idea (see handout "[The Planning Pentagon](#)") and a language that your intended audience finds easy to understand.

- You should test every aspect (text structure, argumentation, language) individually with different readers. Their feedback serves you well with information on how to revise your text further (see handout "[Constructive Feedback](#)").

(cf. *ibid.*)

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