

TEXTPRODUCTION: TWO MAIN STAGES

Texts that are easy and good to read (stage B/ textproduction) are those that were written with the understanding of the topic of the person who wrote them (stage A/ textproduction).

The own understanding as the basis for a text is best developed while writing. To use a writing journal, i. e. a notebook where you can collect all your thoughts and drafts, can be very handy. A writing journal is, unlike a diary, usually shown to others to see what they think about your ideas.

To write reader friendly texts it helps to follow these steps:

(A) Writing as a form of self-conception

- Thinking on paper or the computer: Note down all your observations, questions, doubts, ideas or linguistic experiments in a writing journal on a regular basis. NB: An idea that is written down can only become better. If left in your head, it is easy to forget about it.
- Start by writing any way you like. When you are developing a text, it is important that you yourself 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 repeatedly. By doing so, you are not only making your idea more concrete, but also the language to present the idea. This is the ideal preparation for producing texts which are easy and good to read.

(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 everybody else can get behind your ideas as well, even if they have never dealt with the topic themselves.
- For that, you need a well comprehensible text structure (see handout „Red Thread“), as well a sound and logical structure that presents your idea (see handout „Planning Pentagon“) and a language that is easily understood by your intended audience.
- Every aspect (text structure, argumentation, language) should be tested individually on different readers. Their feedback serves you well with information on how to revise your text further (see handout „Constructive Feedback“).

In dependence on:

Bräuer, Gerd. Grundprinzipien der Schreibberatung: Eine pragmatische Sicht auf die Schreibprozessstheorie. In: Deyfürst/Sennwald (Hg.). Schreiben. Grundagentexte zur Theorie, Didaktik und Beratung. Stuttgart: UTB, 2014.

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