

Reader orientation

1.) Imagine a fictitious reader of your text as concretely as possible and put yourself in this reader's perspective. Now take a look at your text/your writing project from the reader's perspective and answer the following questions spontaneously (without thinking too long):

I don't read the text simply for fun, but in my function as a

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.....

.....

I already know a few things about this topic before reading, such as

.....

.....

.....

By reading I especially would like to find out

.....

.....

In this text, I find particularly good how the author

.....

.....

What bothers me in the text:

.....

.....

When I read this argument, I must immediately object to the fact that

.....

.....

Now that I'm reading this text I am thinking that

.....

.....

2.) *Now switch back to the role of the author.
Complete the following sentences:*

I want to achieve that my readers

I would like my readers to get the impression from me that I am

3.) *Finally, formulate a few sentences in which you motivate potential readers to read your text:*

In the following you will find out

If you have read this text, you will have

I am not only showing how

but also how