

5

Analyse und Interpretation von Sachtexten

HOW TO KEEP AN AUDIENCE OR READERS INTERESTED

- **use short and simple sentences:** ensures the listeners or readers can follow the train of thought
- **quote reliable sources or experts, providing facts and figures and background information:** gives the impression that the speaker or author is well informed and has researched the subject
- **point out problems and offer solutions:** illustrates the speaker's or author's engagement and competence
- **include personal experience and vivid, concrete events:** aims at creating a personal relationship with the audience or reader
- **often use personal pronouns "we/us/our":** enhances personal relationship, kinship between reader or author and audience or listener

THE 3 MAIN ASPECTS TO CONSIDER ARE:

- the topic and main content (content)
- What is the text aiming at and how? (text analysis)
- What does the text express? (interpretation)

VOCABULARY FOR ANALYSING SPEECHES AND REPORTS

- He/She put emphasise on the meaning of her words by using parallelism/repetition frequently/ in line X.
- He/She wants to call the reader's attention to the fact that ...
- His/Her use of metaphorical language is intended to make the speech/the article livelier and accessible.
- The frequent use the pronouns "we/us/our" „gives the audience/the readers the impression the speaker/author does not regard himself/ herself as superior to them, but as one of them.
- The reference to well-known historical facts such as ... leads the audience/reader to make the connection between then and now.