

# 12

## Writing for the target audience; designing and presenting attractive texts

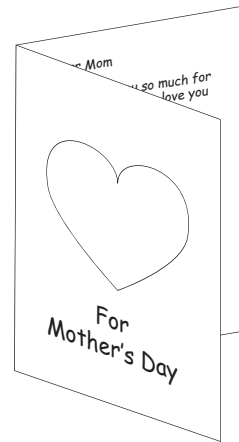
### Goal

*Writing is a communicative act, and students in the native language classroom should learn and understand this as well. They should learn how to attractively design and present their written heritage language texts in various forms. The instructor should, therefore, clearly indicate who the target reader is for the assigned writing task, and specify the format or the proposed product, if at all possible (i. e., a book, poster or video clip). Knowing the intended target audience, and the goal and product orientation, increases the students' motivation for the writing task and enhances their efforts to create formal and attractively designed texts. The students therefore know that they are not just writing for the teacher, but that their texts will actually have a real audience.*

### 1. For whom to write: possible target readers

Materials: depending on the variation (see right).

- For one's own class or group: the texts (e. g. stories, poems) are read aloud to the class or distributed to 2–3 reading groups.
- For the student's own class or group in form of presentations (e. g. on a specific topic about the country of origin, possibly with powerpoint support or posters).
- For younger students: older students write a story or create a book for younger classmates or siblings at home.
- For real target readers outside of the school setting: Mother's Day cards, greeting cards (Christmas, New Year, etc.), letters to relatives or acquaintances in the country of origin; letters of inquiry (e-mail or letter) to the home country's embassy or companies based there.
- Corresponding as pen pals with another class (letter or e-mail) in the country of origin or another heritage language class abroad.
- For other students in the same school: suggest a multilingual notice board. Attach contributions written in the heritage language (with a short summary in the local or school language). Variants: multilingual book of recipes or adventures. See also suggestions in #21.
- For cultural events with adults from the students' own culture (parents' or cultural evening, etc.): students write and present poems, very short stories or sketches, jokes, etc.).



### 2. Methods and media for presenting written texts

Materials: depending on the variation (see right).

- Traditional form of presentation: the text is written in an exercise book. This is not very motivating, as it lacks the target audience.
- Theme-based collection of texts, such a holiday stories, jokes and recipes. A student designs a title page, the texts are stapled or bound into a book, which students can borrow (like a library book). See also # 5.3 and 5.4.
- Presentation in the form of a poster or collage (A3 format or larger), suitable for topics (and oral presentations) about nature and civilization.
- Artistic illustrations of texts, such as poems: on colored paper, possibly cut into shapes and decorated. This could be turned into a design contest and competition for the best decorated text.
- Using electronic media: experimenting with sms and e-mails in the first language.