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## **2 1 key concept reader centred writing**

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2 1 key concept reader centred writing writing can be conceptualized as writer centred or reader centred things like diaries reflections and journals are primarily writer centred in that they are written for the benefit of the writer

## **engaging in reader centered writing write what matters**

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your goal is to write constructively which means to use positive phrasing to convey your message to your reader table 2 1 1 illustrates the differences between destructive negative and constructive positive feelings the reader may experience as a result of the tone used in a document

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the you attitude reader centered writing effective writers make the audience believe that the most important person in their correspondence in their business relationship is you the reader in most business situations the reader and writer have something to gain or lose

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to whatever people are reading we don't need to make value judgments about the quality of books as we shift the focus to the quality of the reading experience

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in order to examine the readers performance in reading literary texts a reader centered approach is used a qualitative method for this study refers to the reader response adopted from rosenblatt 1995 and izer 1974 which focuses on readers appreciation of the literary texts

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the good news reader centered writing is a learnable skill reader centered writing is far more than correct grammar and spelling by highlighting organizing and simplifying the content that readers care about it combats information overload strengthens relationships and produces results reader centered writing

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