



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



# EAP: generic skills, tasks, and language

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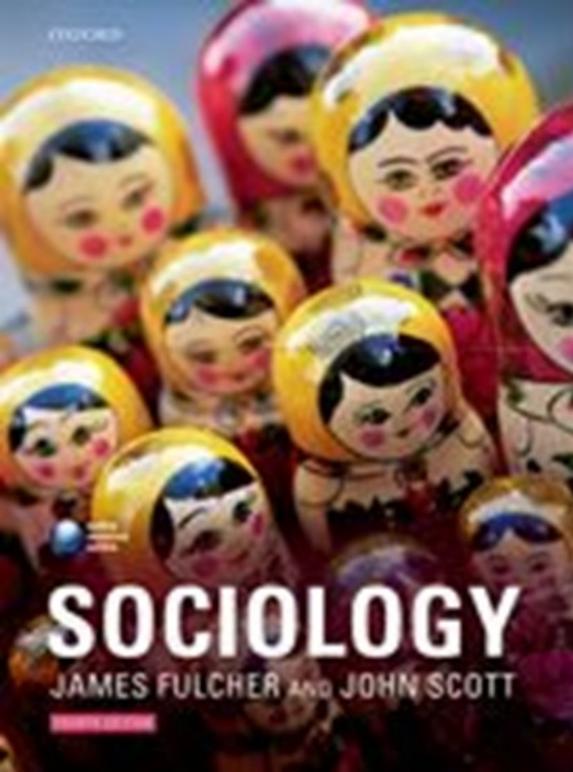


# Rationale



# Navigating texts

# brief contents



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**Genre Audience Purpose**

# Genre Audience Purpose

## Text 3

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### Genre:

*coursebook*   *textbook*   *report*   *article*   *summary*   *review*

# Genre Audience Purpose

## Text 3

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### Genre:

*textbook*

### Audience:

*General non-expert readers*

*Students – of sociology / media studies / economics / history...*

*Teachers – ...*

*Researchers / academics – ...*

# Genre Audience Purpose

## Text 3

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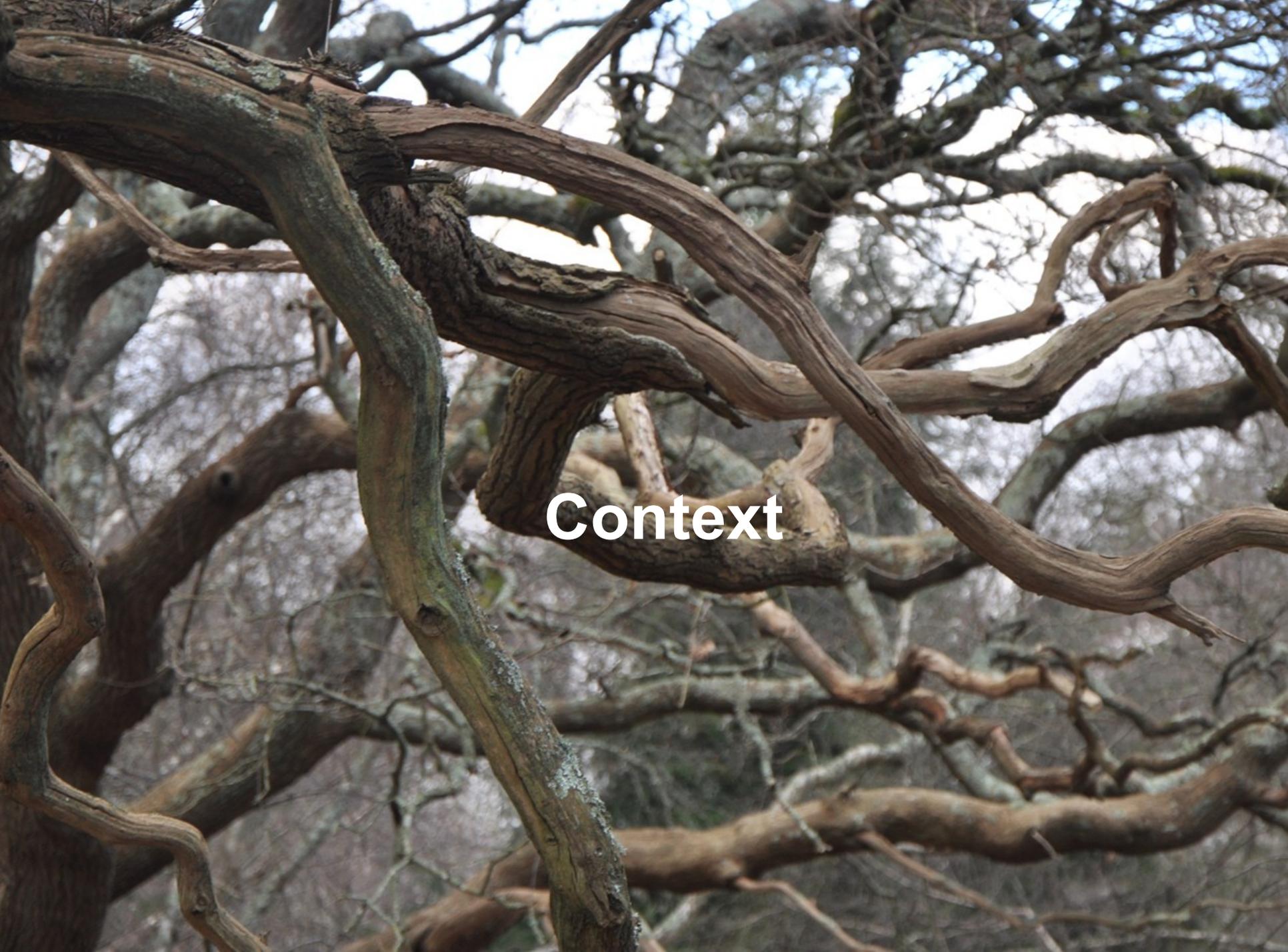
### Genre

### Audience

*Students – of sociology*

**Purpose:** *What is the main purpose of Text 3? To offer:*

- a** a description of the development of printing
- b** a comparison between the contribution of different countries
- c** an evaluation of capitalism and printing
- d** an argument for the importance of printed books

A close-up photograph of a dense thicket of gnarled, weathered tree branches. The branches are in various shades of brown and grey, showing significant texture and wear. The word "Context" is overlaid in white, bold, sans-serif font in the center of the image.

**Context**

# Context

Where is the text situated?

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Title, date, place, and authorship of publication

Context – location, time, background, ...

Genre, Audience, Purpose

Perspectives

Main point(s) / aim / findings / conclusion

Meaning



# Meaning

## Text 3

---

**1 Decide whether each sentence (1–3) from Text 3 is a main idea or supporting evidence.**

1 The biggest sixteenth-century printer, Plantain of Antwerp, had twenty-four printing presses and employed more than a hundred workers.

2 By 1500, some 20 million volumes had already been printed.

3 The great cultural impact of printing was that it facilitated the growth of national languages.

# Meaning

## Text 3

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**1 Decide whether each sentence (1–3) from Text 3 is a main idea or supporting evidence.**

1 The biggest sixteenth-century printer, Plantain of Antwerp, had twenty-four printing presses and employed more than a hundred workers.

2 By 1500, some 20 million volumes had already been printed.

3 The great cultural impact of printing was that it facilitated the growth of national languages.

**2 Now identify the sentences in paragraphs 2 and 3 which best express the main idea.**



# Perspective



historical ethical  
geographical technological  
scientific medical genetic technical  
sociological biological environmental  
ethnographic religious social linguistic  
economic financial educational political  
behavioural psychological commercial  
ideological ecological legal chemical  
logical artistic musical cultural  
intellectual moral military  
physical global

A low-angle photograph of several large, leafless trees against a clear blue sky. The trees' branches are dark and intricate, creating a complex web of lines that fill most of the frame. The perspective is looking up, making the trees appear to converge towards the top. The word "Reflection" is centered in the middle of the image in a clean, white, sans-serif font. The overall mood is contemplative and serene.

**Reflection**

# Reflective reading questions

## Generic questions

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How has this text contributed to my understanding of the topic?

How might this text be interpreted in my own culture?

Can I make any predictions based on the information in the text?

What can I take away from this text?

How can I use aspects of the text (content / organization / structure / language) in my own writing?

What language have I learned?

What is my personal response to the text?

What can I read next?

A low-angle photograph of a large tree, looking up from the base of the trunk. The trunk is thick and light-colored, with a small hole near the bottom. The canopy is dense with green and brown leaves, creating a complex network of branches and foliage. The word "Materials" is overlaid in white text in the center of the image.

# Materials



**Scaffolding Staging Support**

## Complete the text using words from the table

Fulcher and Scott (2007) offer a brief **1** \_\_\_\_\_ of printing from the production of the first book in China in 868 to the widespread impact of printing in the sixteenth century. They **2** \_\_\_\_\_ that it was capitalism which enabled the expansion and commercialization of printing on a large scale. Other writers (e.g. Smith 2011) provide a useful **3** \_\_\_\_\_ of the development of printing between Europe and Asia. A more **4** \_\_\_\_\_ approach is taken by Myers and Frank (2010), who assess the impact of printing on different communities in Europe.