

# TRAIN TEXT RE-ADAPTATION

Refer to PRACTICAL SHEETS n°:

WC01, WC02, WC03, WC04, WC07, WC10..

Use these TOOLBOX resources:

CoWriter, Grammarly, Hemmingway Editor

## Read and adapt the text

**Re-adapt the texts to different levels of language competence.**

**Teachers must train text adaptation skills by simplifying 3 texts to different student's profile:**

- the first student has a low language competence and she/he needs an adapted text structure and font resizing.
- the second student is a student with autism and she/he needs visual aids to understand the overall concept
- the third student is d/Deaf and needs vocabulary and syntax adaptation

**Remember to:**

- simplify the structure of the text
- simplify the vocabulary
- give explanation of difficult words
- use accessible fonts
- use visual references of the subject treated

**Text 1: London**

London, city, capital of the United Kingdom. It is among the oldest of the world's great cities—its history spanning nearly two millennia—and one of the most cosmopolitan. By far Britain's largest metropolis, it is also the country's economic, transportation, and cultural centre.

London is situated in southeastern England, lying astride the River Thames some 50 miles (80 km) upstream from its estuary on the North Sea. In satellite photographs the metropolis can be seen to sit compactly in a Green Belt of open land, with its principal ring highway (the M25 motorway) threaded around it at a radius of about 20 miles (30 km) from the city centre. The growth of the built-up area was halted by strict town planning controls in the mid-1950s. Its physical limits more or less correspond to the administrative and statistical boundaries separating the metropolitan county of Greater London from the "home counties" of Kent, Surrey, and Berkshire (in clockwise order) to the south of the river and Buckinghamshire, Hertfordshire, and Essex to the north.

*[London | History, Maps, Population, Area, & Facts | Britannica]*

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## Exercise explanation

### Text 2: Digital Marketing

In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Oddly, television is usually lumped in with traditional marketing.

Did you know that more than 3 quarters of Americans go online on a daily basis? Not only that, but 43% go on more than once a day and 26% are online "almost constantly."

These figures are even higher among mobile internet users. 89% of Americans go online at least daily, and 31% are online almost constantly.

A digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.

[ *What is Digital Marketing?* |  
Mailchimp]

### Text 3: Van Gogh

Vincent Willem van Gogh (30 March 1853 – 29 July 1890) was a Dutch Post-Impressionist painter who posthumously became one of the most famous and influential figures in Western art history. In a decade, he created about 2,100 artworks, including around 860 oil paintings, most of which date from the last two years of his life. They include landscapes, still lifes, portraits and self-portraits, and are characterised by bold colours and dramatic, impulsive and expressive brushwork that contributed to the foundations of modern art. Not commercially successful, he struggled with severe depression and poverty, eventually leading to his suicide at age thirty-seven.

In 1886, he moved to Paris, where he met members of the avant-garde, including Émile Bernard and Paul Gauguin, who were reacting against the Impressionist sensibility.

[ *Vincent van Gogh - Wikipedia* ]