to try to influence the motivation to read by presenting people with texts that are interesting to them, strengthening the sense of self-efficacy and showing the benefits of reading.

So as to shape readers’ attitudes in a positive way, it is also necessary to focus on the other aspect of interaction between text and reader, i.e. text characteristics. The success of encouraging people to read materials for their school or work depends, among other things, on the skilful choice of texts that are appropriate for the reader, which is significantly facilitated by readability formulas, also available for languages other than English (Pisarek, 1969, 2007; Hrabí et al., 2014).

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