

**KNOW-YOUR-PUBLICATION QUESTIONS:**

- What kinds of articles/ stories/ media (and ads and videos for that matter) are on that site or in that publication?
- What does that tell you about who *they* think their audience is? How do you draw that conclusion?
- How long are the pieces usually? (pages, words, minutes)?
- What is the tone, usually? (funny, serious, casual)
- What kind of diction is usually used? (casual, formal, academic, etc.)
- How do they usually use evidence/ support (such as data, quotations, interviews, etc)?
- What can you tell us about their visual presentation? Is it all black and white text? Video with lots of graphics?