Stance and Tone

1. Whenever you write, you have a specific tone or attitude towards the subject. You could be objective, critical, passionate, etc. Just like how you may say something towards your boss may be different than that to a friend.

Questions to determine your stance and tone

1. What is your specific stance to the subject at hand?
2. How can you best present your stance to achieve the purpose?
3. How should your stance be reflected in your tone?
4. How will your stance be received by the audience?

Media and Design

1. We communicate through many types of media, both verbal and nonverbal. Such as our bodies when we wave, our voices when you shout, and many others such as emails, texts, and even writing with a pencil. No matter the medium, a text’s design affects the way it is received and understood.

Questions you should ask yourself about the Media and Design

1. Does your assignment call for a specific medium, or media type?
2. How does the medium affect the way you write and organize your text?
3. How does the medium affect your language, and do you need to be more informal or formal?
4. How should your writing situation look? (Serious, whimsical, personal?)
5. What types of fonts and other design elements suit your writing context?
6. Would headings help organize your material, and make it easier to follow the text?
7. Does your audience expect or need illustrations?
8. Is there any information that may be easier to understand as a chart?