

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 email, 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 con-text**?
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?