What is the relationship between me as the author and my audience?
- Expert (me) to novice (audience)
- Equal
- Novice (me) to expert (audience)

Is the relationship personal or impersonal?
- Personal
- Impersonal

Is the relationship formal or informal?
- Formal
- Informal

What content will I be writing about? Is the content common sense or specialised? If the content is specialised, what technical terms will I be using?

Will I be writing in first person, second person and/or third person?
- First person
- Second person
- Third person

Will I be using formal language, colloquial language and/or slang?
- Formal language
- Colloquial
- Slang

Will my text be spoken-like or written-like?
- Spoken-like
- Written-like

How will I make it sound spoken-like or written-like?

Will my text be planned or spontaneous?
- Planned
- Spontaneous

How will my text be published?
- Written report
- Multimedia presentation
- Speech
- Other ________________