



ARMY UNIVERSITY
PRESS

*Understanding your
audience*

Army University's Multi-Media Publishing Enterprise

Goal: Create a Viable Product

- To achieve acceptance of a manuscript, conceive of your work as the creation of a product
- Developing a product publishers will be interested in has two components:
 - An understanding of the publication venue and audience
 - An understanding of how your idea is original and needed by the community.
- Managing these two components comes from successfully managing the writing process.



***Understanding the relationship between the publication venue
and its audience***



Study the target publication

- Have you read back through the last 2-3 years and familiarized yourself with the key points of articles on your topic or related topics?

- Have you studied how articles in that publication tend to be structured?
 - Intro
 - Thesis
 - Research
 - Voice
 - Conclusion



An ongoing conversation includes analyzing logic, research, and the psychology of the audience

Understand the ongoing conversation

Questions to ask of a topic as it weaves in and out of the discourse:

- How is the problem framed in each article? How does the frame affect their argument and conclusions?
- What areas of the Army is the argument applied to? What demographics does each article discuss, represent, or address?
- Are the take-aways mostly thought changes, or actions? Have any been effective?
- Have there been any recent changes or leadership statements to address the topic?
- How do they frame the different sides of the argument, or different perspectives on the topic? How do they situate themselves inside the discourse?
- What patterns of claims do you notice?
- What new concepts do writers introduce to help explain the problem? Are they useful? Do they get picked up by others, argued against, or ignored?