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 their 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?