Audience: Who seems to be the intended audience? How is the writer helping the reader to understand and/or follow the argument and evidence?

Organization: How is the article organized? How does the writer signal the organizational structure to the reader (headings, transitional phrasing, repetition, etc.)

Introduction/Beginning: What kind of introduction is used? (narrative, contextualizing the issue, history, etc.) How does the introduction set up or frame the rest of the article?

Paragraph Length: How many sentences are in the typical paragraph? What does this stylistic choice suggest about the audience? How do the paragraphs reflect expectations of genre and/or organizational structure?

Word Choice: Are technical or discipline-specific terms explained clearly or is the author able to assume these are known by the audience? What are some of those choices?

Documentation: Are statements sufficiently documented? Are references current and appropriate? What do these documentation choices suggest about the audience and/or the genre?

Graphics and Illustrations: Where and how are graphics (like tables and charts) and/or illustrations inserted? How do the illustrations relate to the overall effectiveness and clarity of the writing?

Conclusion/Ending: What kind of ending does the writer use? (summary, projection of needed research or unanswered questions, return to opening frame, etc.)

Article Length: How long is the article in pages? What does this suggest about the audience, genre and/or the argument/material being presented?

Overall: What did you learn about this form of published writing from reading this article?