Who is the author? What do you know about them?

What is their background? What TONE are they writing in?

Who will be reading this? Who does the author WANT to read this? Where is this piece of writing published?

Think “WHY?”…Why is the author writing this? What do they want to accomplish with this piece of writing?

Possible options are: “To inform”, “To entertain”, “To persuade”

What is the author’s Main Point, Main Idea or Main Argument?