

Function of activators

DNA binding domains

- there are many different DNA binding domains, use different structures to contact DNA
- typically recognize specific DNA sequences

Recruitment of TFIID or holoenzyme

- some activators bind directly with TAFs
- some activators recruit holoenzyme

Mediators

- many GTFs interact with transcription machinery through mediators
- different mediator complexes, some have common components
- different GTFs interact with different components of mediator complex
- some transcriptional activators contact a coactivator (CBP / p300) to activate transcription
- coactivators integrate signals from different pathways