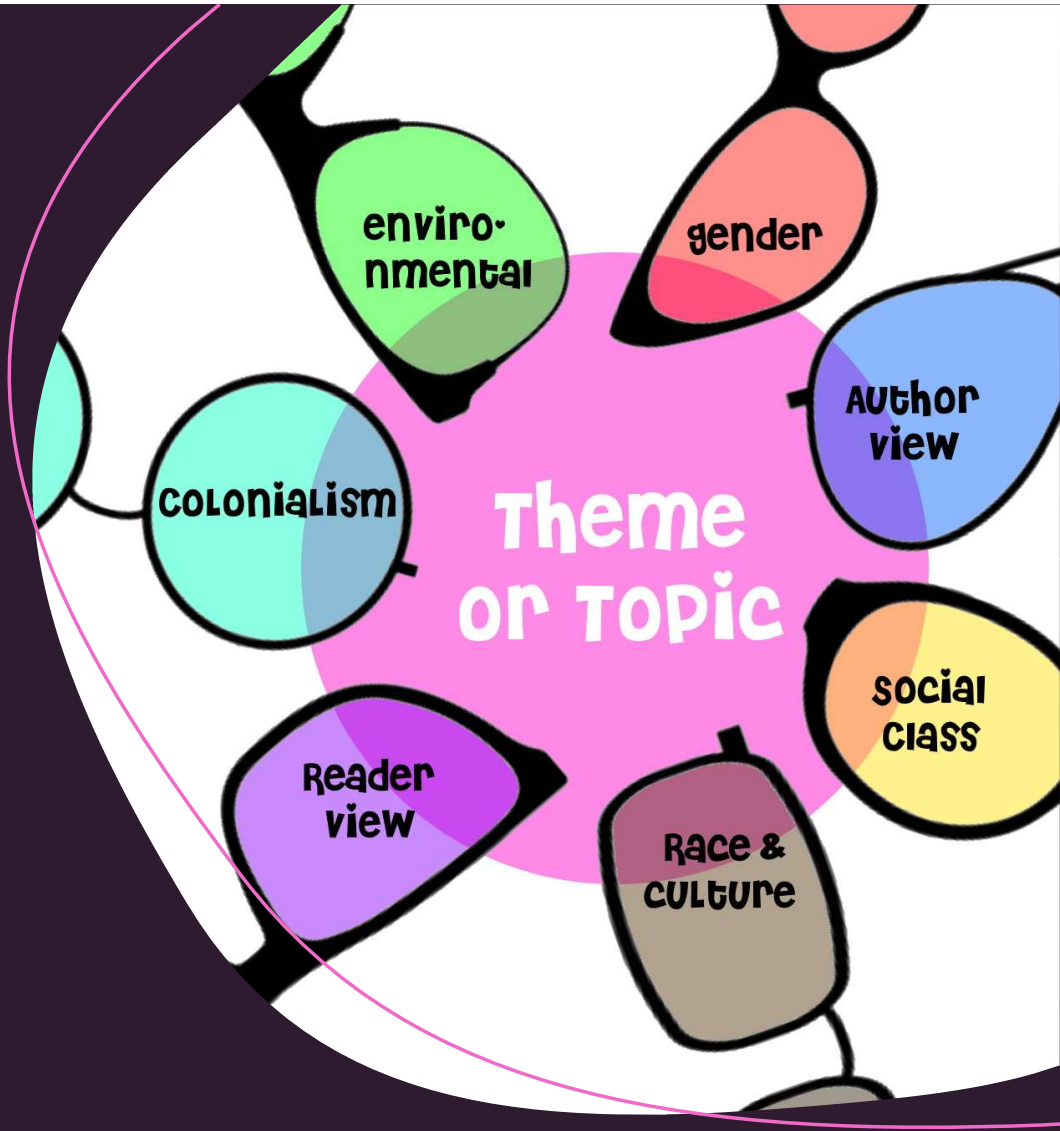
CAP
Context Audience Purpose

To understand any text...

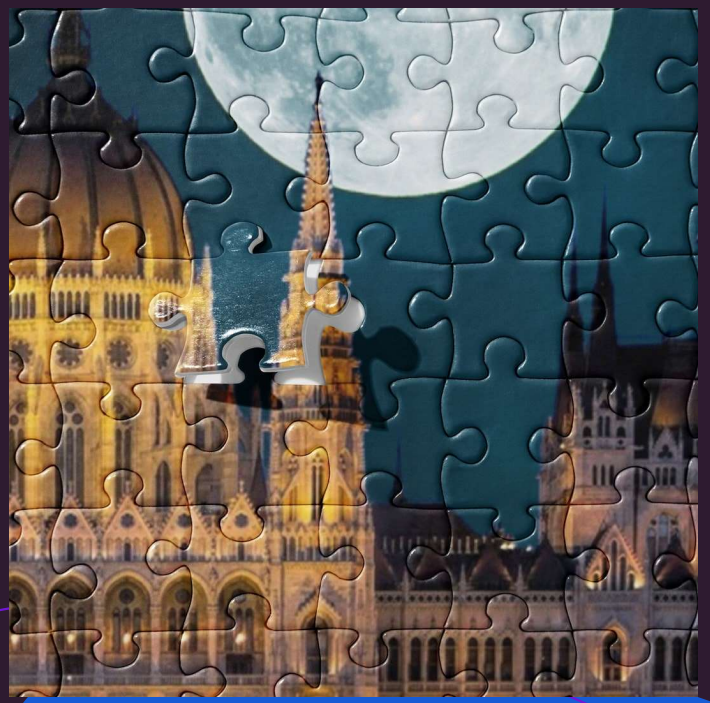
Look at the C.A.P.

- **C**ontext
- **A**udience
- **P**urpose



Context

- The circumstances or environment in which a text was created
  - **When** in history? **Where** in the world?
  - What events were happening at that time?
  - What beliefs, values, experiences, knowledge, and cultural practices did most people have in that time/place?
  - Did the creator of the text share these beliefs & practices?



Audience

- Who was this text created for?
  - What age, gender, education, wealth/class?
  - What beliefs, values, experiences, knowledge, cultural practices?
- Did this influence the author?
  - Were they hoping to reach or appeal to a particular group?
  - Did this affect/change the way they wrote it?

Purpose

The reason the text was created

- Why does it exist?
- What motivated the creator to make it?
- What did they want to achieve by creating this text?

Purpose

- The purpose of a text usually falls into one of 3 broad categories:
  - To **inform** (e.g. encyclopedia, news article)
  - To **entertain** (e.g. novel, film, play)
  - To **persuade** (e.g. advertisement, opinion piece)
- These can overlap – might do all 3 at once

Context
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Purpose