

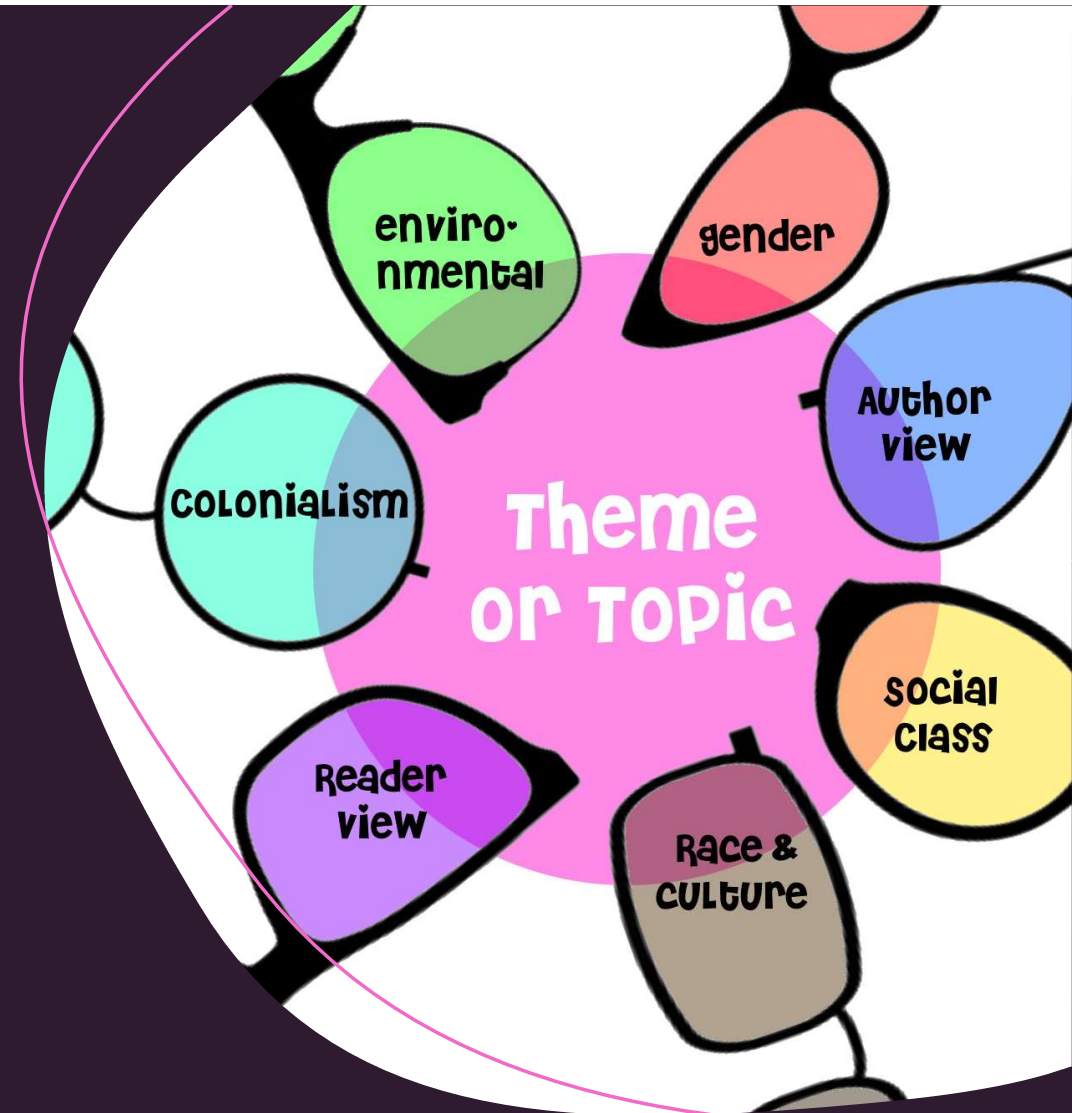
CAP

Context Audience Purpose

To understand any text...

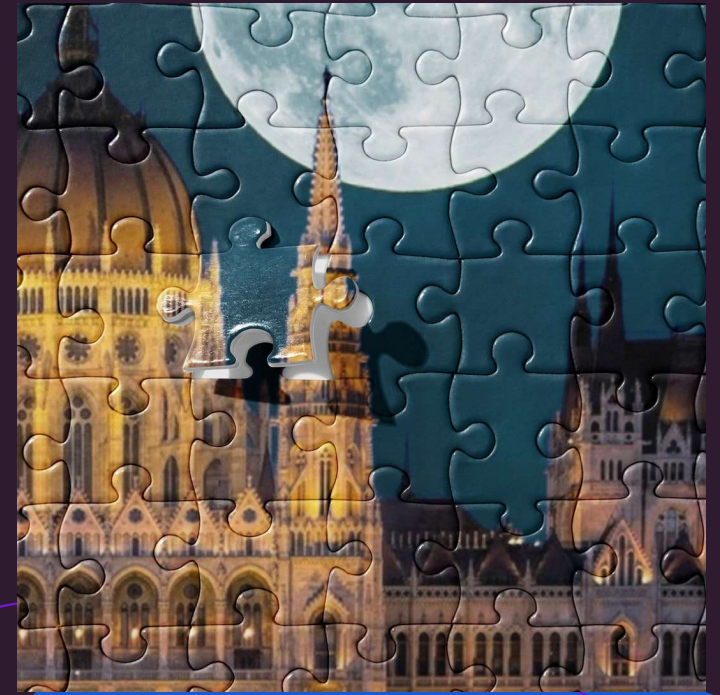
Look at the C.A.P.

- **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?

A photograph of a white signpost with the word "PURPOSE" written in large, bold, black capital letters. The signpost is mounted on a weathered metal pole. The background is a dark blue night sky filled with stars, suggesting a starry night or a galaxy. The signpost is positioned diagonally across the frame, pointing towards the upper right. The overall image is framed by a dark purple circular border.

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

Audience

Purpose