

Context, Audience & Purpose

Informative Texts

CAP

To understand any text, look at the C.A.P.

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

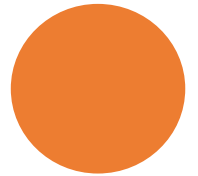
These 3 things have a huge impact on texts and impact each other



Context

Context is the circumstances or environment in which a text was created

- **When** in history and **where** in the world was it written?
- **What** events were happening at that time?
- What beliefs and practices did people have at the time?
- Did the author agree with these beliefs & practices?



Audience

Audience is who this text was created FOR. Who's likely to read this?

- When and where are they from? Are they old or young, male or female, rich or poor...?
- What do people from their time/country/culture usually think or believe?
- Was the author hoping to influence the audience or change their minds?



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?

There are 3 main categories, although they can overlap:

- To **inform** (e.g. encyclopedia, news article)
- To **entertain** (e.g. novel, film, play)
- To **persuade** (e.g. advertisement, opinion piece)



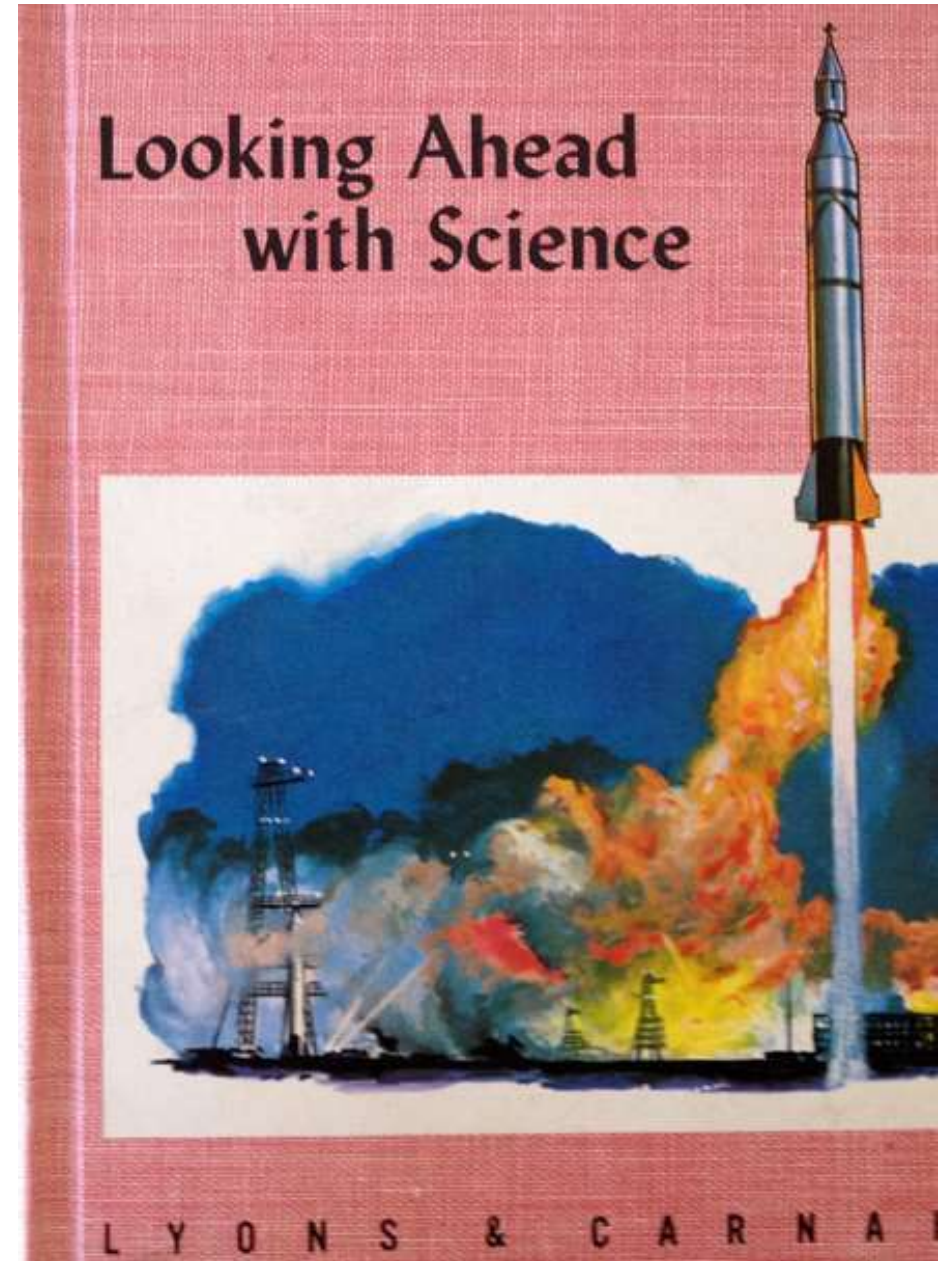
An illustration on a grey background featuring a large computer monitor in the center. The monitor displays several lines of text. Two people are sitting on top of the monitor: one on the left is using a laptop, and one on the right is reading a book. To the left of the monitor, a man in a yellow shirt and purple pants holds a large magnifying glass over the screen. To the right, a woman in a white top and orange pants stands next to a large blue pencil. Above the monitor, a man with a beard sits reading a book, and a woman with a camera is shown in a thought bubble. The scene is decorated with blue leaves and floating square shapes.

Informative Texts

Factual texts intended to inform people about a topic

Context: Informative Texts

- The **context** of an informative text will influence the information it contains and how it's presented
- Think of the differences there would be in the following:
 - A science textbook from **England** published in **1965**
 - A science textbook from **China** published in **2023**
 - A pamphlet about 'Bible Truths' written by a **Christadelphian**
 - A pamphlet about 'Bible Truths' written by a **Mormon**
 - A news broadcast about global health from **before** COVID-19
 - A news broadcast about global health from **after** COVID-19





Audience: Informative Texts

The intended audience of an informative text will change the features it has or the way it's written

- An informative text for **children** might use less formal language, large bright pictures, and shorter, simpler sentences
- An informative text for **doctors** might use highly specific vocabulary and detailed medical diagrams
- An informative text for **consumers** (people who want to buy a product) might use persuasive language to convince the audience to buy it

...wants to fit the...
...include handling heat, warding off constipation, beating fatigue, and clearing out toxins (including those found in alcohol).

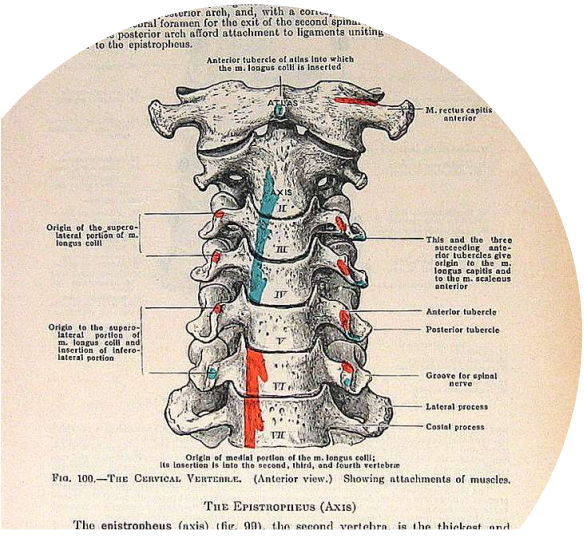
at being...
...ability...
...occurs...
...may lead to problems...
...aches, and weight gain...
...a active need to be extra...
...sipping. The American...
...Sports Medicine warns that...
...junk up before, during, and after...
...ed exercise puts you at risk for heat...
...ation. Losing just 2 percent of your...
...y weight from fluid, which can even...
...pen during the cooler months, impacts...
...eed and endurance.

Drink more, slim down
Regularly wetting your whistle may also help you reach your goal weight: Researchers from Virginia Tech found that people who downed two glasses of water 20 to 30 minutes before eating consumed 75 fewer calories during each meal and shed pounds more quickly than dieters who didn't prehydrate. German researchers have also shown that water slightly boosts metabolism because it requires energy to process it.

So, are you getting enough?
It's unlikely. Although the exact amount of water you need varies from person to person (dark urine is a sign you're lacking), the Institute of Medicine (IOM) suggests that women aim for nine cups a day. (For guys, it's 13 cups because of their higher muscle mass.) But 45 percent of adults get less than four!

The IOM guidelines don't strictly refer to plain H₂O: water-rich foods like soup and fruit count too, as do other beverages. But if you rely heavily on sugary drinks, your waistline is going to pay the price: A 20-ounce "single-serve" bottle of soda contains 240 calories (similar to a candy bar). And about 7 percent of the total calories in the typical American's diet come from soft drinks alone, according to the Center for Science in the Public Interest.

The obvious solution is to stick with water, but about 20 percent of Americans reportedly don't like the taste. If that sounds like you, check out the new **SHAPE Water Boosters** (\$8, CVS, Rite Aid, and drugstore.com). Just a single squeezer (equal to a half-teaspoon) adds delicious flavor—but not calories—along with a concentrated punch of nutrients that offer some important bonus benefits. The portable packaging and great taste are designed to meet the needs of the health-conscious woman on the go. Look for them in the following four varieties:



Purpose: Informative Texts

The purpose of informative texts is mainly to inform people – give them researched, factual information to help them understand a topic.

But informative texts can ALSO be entertaining or persuasive, depending on the **context** and **audience**.

- The main purpose of a travel brochure about Bali is to give people **information** about the country and things to do and see there.
- However, a secondary purpose might be to **persuade** them that Bali is a fun and interesting place to visit.

Bali Island
Bali offers a wide market of accommodations ranging from charming yet modern boutique style hotels to lush tropical gardens for the budget-minded. Through its regularly scheduled air mail schedules and exceptional hotels in the world!

Nusa Dua
The Resort Spot
The most attractive tourist area in Bali, Nusa Dua, which is only 15 minutes drive from the International Airport (DPS).

BALI
Exotic Paradise

Current Hotels List:

Tourism:
When tourism took off after 1960, the Balinese believed that it followed a cultural guideline: if tourism was to be accepted, it was to be a cultural tourism, or "budhaya wisata".

As the Balinese put it: "Tourism should be for Bali (instead of Bali for tourism)." It led to the creation of cultural events such as Sasiranti Dance to limit the direct impact of tourism.

The Population:
The population of Bali is estimated 2,500,000 people who live mostly in southern part of the island. The capital city of Bali is province in Denpasar, which is populated around 900,000.

www.bali.com

Features of an Informative Text



Informative texts often have the following features:

- Facts (not opinions – able to be proved)
- Short, structured paragraphs
- Headings & sub-headings
- Formal, academic language
- List of citations or references
- Pictures/diagrams with captions
- Index or contents page
- Glossary



Elephants live in families of related females and their young. Adult males, called *bulls*, are more solitary, visiting family groups on occasion. This photograph shows an adult female with her family following behind.

Elephant is the largest animal that lives on land. Among all animals, only some whales are larger than elephants. The elephant is also the second tallest member of the animal kingdom. Only the giraffe is taller. Elephants are the only animals that have a nose in the form of a long trunk, which they use as a hand. They have larger ears than any other animal, and their tusks are the largest teeth.

There are two kinds of elephants, *African elephants* and *Asian elephants*, also known as *Indian elephants*. However, many researchers today divide elephants into three species, two species of African elephant and one species of Asian elephant. The two species of African elephant are the *bush elephant*, also called the *savanna elephant*, and the *forest elephant*. They live only in Africa south of the Sahara. Asian elephants live in parts of India and Southeast Asia.

Elephants are extremely strong and highly intelligent. People have tamed and trained them for thousands of years. The logging industry in some Asian countries uses elephants to carry heavy loads. People throughout the world used to enjoy watching elephants perform tricks in circuses. However, scientists who have studied elephants in the wild have concluded that keeping such intelligent, social animals in captivity and training them in this way is cruel. The public's attitude regarding such use of elephants has thus changed considerably. Today, many places ban the use of elephants in any traveling animal acts, and elephant sanctuaries, where many former circus elephants now live, take special care to provide for these elephants' needs.

One of the earliest recorded uses of elephants took place in war. In 331 B.C., a Macedonian army led by Alexander the Great defeated Persian soldiers who rode

elephants in battle. In 218 B.C., the famous general Hannibal of Carthage used elephants when he crossed the Alps and invaded Italy.

During the 1890s, an African elephant named Jumbo was featured by the London Zoo for more than 17 years. Visitors came from all parts of the world to see Jumbo, the largest animal in captivity at that time. He stood 11 feet (3.4 meters) tall and weighed more than 14,500 pounds (6,550 kilograms). In 1882, the American showman P. T. Barnum purchased Jumbo and made the elephant a star attraction of his circus. The word *jumbo* became a common adjective for anything extremely large.

It is possible to travel to Africa and parts of Asia to see wild elephants in their own environment. However, the number of wild elephants has greatly declined because people kill elephants for their ivory tusks. In addition, people have settled on much of the land where the animals lived, resulting in a loss of habitat for the elephants. Farming and industry threaten the natural resources needed by elephants to survive.

There is some uncertainty about the number of elephants that survive in the wild. In Asia, human population growth and habitat destruction have severely reduced the number of wild elephants. Scientists estimate that only about 40,000 Asian elephants survive in the wild. In Africa, the main cause of the decline in the number of elephants is illegal hunting. In 1979, an estimated 1,300,000 elephants lived in Africa. Today, there are around 400,000.

A public awareness campaign was launched in the late 1980s to save the African elephant. People throughout the world were made aware that thousands of elephants were being slaughtered every year to provide ivory jewelry and carvings. Japan was the greatest con-

sumer of ivory. The Japanese used half the ivory that they imported for signature seals, traditional carved stamps used to print their names in ink. Wildlife experts estimated that 12,000 elephants were killed each year to obtain ivory for these seals.

After a total ban on international ivory trade was imposed in 1990, some elephant populations in Africa began to recover. In 2008, a limited sale of ivory to China was allowed. It resulted in illegal trade once more, and thousands of elephants were killed. Under extreme pressure, China eventually banned the importation and domestic sales of ivory. However, other southeast Asian countries have continued this illegal trade.

The importance of elephants

Wild elephants perform several important natural functions. For example, they help turn densely wooded areas into more open areas by feeding on trees and other plants. More kinds of animals can live in these open habitats. Elephants also dig holes in dry riverbeds to reach the water beneath the surface of the ground. Other animals then drink this water. When elephants travel through wooded areas, they create paths used by such animals as antelope and zebras.

Kinds of elephants

African elephants are larger than Asian elephants. An African elephant is about the same height at the shoulder and the rump. Its back dips slightly in the middle. Adult African *bull* (male) elephants stand about 11 feet (3.4 meters) tall at the shoulder and weigh about 12,000 pounds (5,400 kilograms). The cows (females) are about 9 feet (2.7 meters) tall and weigh about 8,000 pounds (3,600 kilograms). The largest known elephant, an African bull, measured 13 feet 2 inches (4.01 meters) tall. The heaviest elephant ever weighed was over 14,500 pounds (6,550 kilograms).

Most African elephants have dark gray skin. Their forehead forms a smooth curve. Their ears measure as wide as 4 feet (1.2 meters) and cover their shoulders. Both the bulls and cows have tusks. The tusks of most African bulls grow from 6 to 8 feet (1.8 to 2.4 meters) long and weigh 50 to 100 pounds (23 to 45 kilograms) each. The tusks of most of the cows weigh from 15 to 20 pounds (7 to 9 kilograms) each. The longest tusk of an African elephant measured 11 1/2 feet (3.5 meters), and the heaviest weighed 235 pounds (103 kilograms).

The trunk of an African elephant has two fleshy, fingerlike structures on the tip. The skin of the trunk has deep wrinkles. African elephants have four or five toes on each forefoot and three toes on each hind foot. A loose fold of skin joins the hind legs and the sides of the body. Asian elephants do not have this fold.

Wild African elephants live only in Africa south of the Sahara. There are two species of African elephants—*forest elephants* and *bush elephants*, also known as *savanna elephants*. Bush elephants, which live in most countries south of the Sahara, are larger and have heavier tusks. Forest elephants live in Cameroon, Côte d'Ivoire, the Republic of the Congo, and other countries of central and western Africa. Both kinds of African elephants inhabit forests, grasslands, mountains, swamps, and shrubby areas.

Asian elephants live only in southern and southeast

Interesting facts about elephants

The skin of an elephant is gray and wrinkled. An adult elephant's skin measures up to 1 1/2 inches (3.8 centimeters) thick and weighs about 1 ton (0.9 metric ton). However, it is surprisingly tender. Flies, mosquitoes, and other insects can bite into the skin.



An angry or frightened elephant can run at a speed of more than 35 miles (56 kilometers) an hour for a short distance. On a long journey, a herd of elephants travels at about 10 miles (16 kilometers) an hour.



An elephant uses its trunk as a hand. The trunk can carry a 600-pound (272-kilogram) log or an object as small as a coin. Elephants also breathe and smell with their trunks.

Elephants love water and frequently bathe in lakes and rivers. They are excellent swimmers. An elephant gives itself a shower by shooting a stream of water from its trunk.



WORLD BOOK Illustrations by James Tasson



Trained elephants, such as the Asian elephant shown here, are used in the logging industry in several Asian countries. An elephant can carry heavy loads with its trunk or on its back.

Research

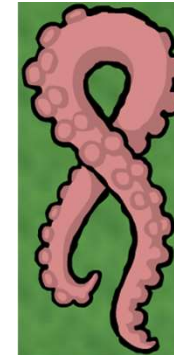
Other People's Knowledge, Your Words

- To find the facts for your informative text you will need to do some **research**
- Research involves finding, understanding, and describing the ideas of experts
- Quoting, paraphrasing, and summarising are ways to include other people's ideas in your own work without plagiarising
- These techniques allow you to demonstrate your own understanding of the key points of your topic



Good & Bad Sources

- Some sources are more reliable or trustworthy than others
- Which source is more likely to contain true or correct information? Why?
 - A facebook post
 - A medical textbook
- It's very easy for people to put wrong or incorrect information on the internet. They can make it SEEM very convincing
- Need to be critical of sources – evaluate them carefully, ask questions, and make sure the information is true
- A **credible** source is one that is reliable. You can trust that the information is true and has been checked by experts.



CEPHALONEWS

2023-06-30 Rare Deep-sea Octopus Nursery Discovered Off Costa Rica (ABC US)

The scientists believe the octopus is a new species of ink-less Muusoctopus.

2023-06-28 Cuttlefish Camouflage Is More Complex Than Previously Thought (Sci News)

Scientists' observations suggest that the cuttlefish's camouflage system is highly flexible and adaptable. More cephalo-camouflage: Glass squid use an invisibility cloak to stay safe in the twilight zone (Youtube: MBART)

2023-06-20 Octopuses Shown To Map Their Visual Landscape Much Like Humans Do (Phys.org)

For the first time, neuroscientists have recorded neural activity from the visual system of an octopus. "We were able to see that each location in the optic lobe responded to one location on the screen in front of the animal. If we moved a spot over, the response moved over in the brain."

Older news...

More cephalonews at:



CEPHALOBLOG

2020-08-27 Noon: 22nd Century - "Pilgrims and Wayfarers"

2019-06-03 Fae Archaic: A Crime-ridden Fairy Tale

2019-05-14 Possible Tree Ammonite Discovered

Help Save The **ENDANGERED** PACIFIC NORTHWEST TREE OCTOPUS From **EXTINCTION!**

[About](#) [HELP!](#) [FAQs](#) [Sightings](#) [Media](#) [Activities](#) [Links](#)

THE PACIFIC NORTHWEST TREE OCTOPUS

The Pacific Northwest tree octopus (*Octopus paxarbolis*) can be found in the temperate rainforests of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from arm-tip to mantle-tip,) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.



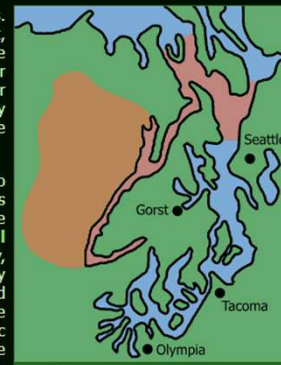
Rare photo of the elusive tree octopus (Enhanced from cropped telephoto)

An intelligent and inquisitive being (it has the largest brain-to-body ratio for any mollusk), the tree octopus explores its arboreal world by both touch and sight. Adaptations its ancestors originally evolved in the three dimensional environment of the sea have been put to good use in the spatially complex maze of the coniferous Olympic rainforests. The challenges and richness of this environment (and the intimate way in which it interacts with it,) may account for the tree octopus's advanced behavioral development. (Some evolutionary theorists suppose that "arboreal adaptation" is what laid the groundwork in primates for the evolution of the human mind.)

Reaching out with one of her eight arms, each covered in sensitive suckers, a tree octopus might grab a branch to pull herself along in a form of locomotion called tentaculation; or she might be preparing to strike at an insect or small vertebrate, such as a frog or rodent, or steal an egg from a bird's nest; or she might even be examining some object that caught her fancy, instinctively desiring to manipulate it with her dexterous limbs (really deserving the title "sensory organs" more than mere "limbs",) in order to better know it.

Tree octopuses have eyesight comparable to humans. Besides allowing them to see their prey and environment, it helps them in inter-octopus relations. Although they are not social animals like us, they display to one-another their emotions through their ability to change the color of their skin: red indicates anger, white fear, while they normally maintain a mottled brown tone to blend in with the background.

The reproductive cycle of the tree octopus is still linked to its roots in the waters of the Puget Sound from where it is thought to have originated. Every year, in Spring, tree octopuses leave their homes in the Olympic National Forest and migrate towards the shore and, eventually, their spawning grounds in Hood Canal. There, they congregate (the only real social time in their lives,) and find mates. After the male has deposited his sperm, he returns to the forests, leaving the female to find an aquatic lair in which to attach her strands of egg-clusters. The female will guard and care for her eggs until they hatch, refusing even to eat, and usually dying from her selflessness. The young will spend the first month or so



Map of estimated tree octopus maximum range, including spawning waters

A

Author

Who wrote this? Are they qualified or an expert?

B

Best before

How recent and up-to-date is this info?

C

Connections

Are there links or references to statistics, scientific studies, or research? When you compare this information to other sources, does it say the same thing?

D

Design & layout

Does it look professional?
Are there lots of typos, broken links, ads?

E

Expected outcome

Why has this information been shared – are they trying to sell something?
Could they be biased?

Responsible Internet Research

3 important rules to remember

1. Check sources – make sure info is true and reliable
2. Put it into your own words – no copy/pasting!
3. Reference – show where you got the information from





Plagiarism

Passing off someone else's work as your own is called **plagiarism**.

- Dishonest, lazy, cheating
- Trying to trick the teacher
- You won't learn anything & won't get smarter
- Passing on your work to others for them to copy is also considered plagiarism
- Can have serious consequences in the real world
 - fired from jobs
 - expelled from universities
 - sued for copyright infringement

Using Quotes

The only time you CAN use other people's exact words is when you quote them. This is fine as long as it's done correctly.

- Put **quotation marks** around the words that are from someone else
- List the author or **reference** – say who said this or where it comes from
 - “I have no special talent. I am only passionately curious.” (Albert Einstein)
 - “The truth will set you free” (John 8:32)

