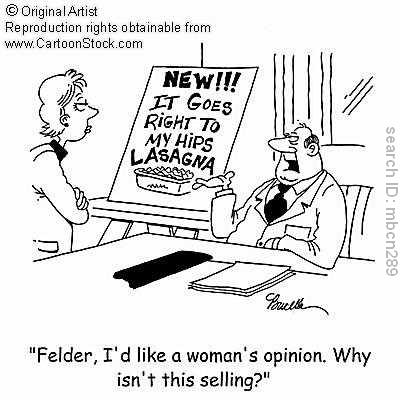
***Perspective***

* The point of view of a message’s creator
* Examples: Diet Dr. Pepper is just like Dr. Pepper, Tide is better than Cheer, Kit Kats are great for a break

  [](http://www.google.com/imgres?imgurl=http://s4.hubimg.com/u/2703243_f260.jpg&imgrefurl=http://hubpages.com/hub/Famous-Advertising-Slogans&usg=__seiyoZiKHp8u1Mj7_irgJ23LkeM=&h=291&w=260&sz=15&hl=en&start=12&sig2=6-OpOpcEx_m0iNuh4j3aNQ&zoom=1&tbnid=PdCCN8HakKjvlM:&tbnh=115&tbnw=103&ei=-56sTcHXN4XWgQeAlbDrCA&prev=/search%3Fq%3Dadvertising%2Bslogans%26um%3D1%26hl%3Den%26safe%3Dactive%26sa%3DN%26biw%3D1003%26bih%3D583%26tbm%3Disch&um=1&itbs=1)[](http://www.google.com/imgres?imgurl=http://brandingbrand.com/blog/wp-content/uploads/2009/03/mm.jpg&imgrefurl=http://brandingbrand.com/blog/have-the-best-advertising-slogan-ever-created/&usg=__NzKiXY_JBGTJJr3g7NQUh_9_FYs=&h=334&w=504&sz=33&hl=en&start=2&sig2=IFvJiqhpzb-gpusj3dL9Nw&zoom=1&tbnid=rcA0iPXh4SCMiM:&tbnh=86&tbnw=130&ei=-56sTcHXN4XWgQeAlbDrCA&prev=/search%3Fq%3Dadvertising%2Bslogans%26um%3D1%26hl%3Den%26safe%3Dactive%26sa%3DN%26biw%3D1003%26bih%3D583%26tbm%3Disch&um=1&itbs=1)[](http://www.google.com/imgres?imgurl=http://brandingbrand.com/blog/wp-content/uploads/2009/03/mm.jpg&imgrefurl=http://brandingbrand.com/blog/have-the-best-advertising-slogan-ever-created/&usg=__NzKiXY_JBGTJJr3g7NQUh_9_FYs=&h=334&w=504&sz=33&hl=en&start=2&sig2=IFvJiqhpzb-gpusj3dL9Nw&zoom=1&tbnid=rcA0iPXh4SCMiM:&tbnh=86&tbnw=130&ei=-56sTcHXN4XWgQeAlbDrCA&prev=/search?q=advertising+slogans&um=1&hl=en&safe=active&sa=N&biw=1003&bih=583&tbm=isch&um=1&itbs=1)

***Audience***

* The people who are reached by a publication
* Examples: A class reading a book, subway riders passing a billboard, teenagers viewing commercials during “Secret Life”

***Purpose***

* The reason something exists
* In publications, either to inform, persuade, or entertain
* Examples: advertisements persuade consumers to buy, books entertain readers, the news informs its viewers

