***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

  

***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

