**Publications BAV**

*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

*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

*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”

*Quotes*

* To repeat or copy the exact words someone else has written or spoken
* Examples: “But above all, to thine own self be true.” William Shakespeare, “A person’s a person no matter how small.” Dr. Suess

*Publication*

* Sources of information produced in a specific form, for a specific purpose, to a specific audience
* Examples: newspapers, an email, a tshirt, a bumper sticker, a yearbook

*Visual Publications*

* Sources of information that rely on colors or images to communicate information
* Examples: signs, posters, advertisements, t-shirts

*Broadcast Publications*

* Sources of information that are created then transmitted to a larger audience, typically by means of radio, television, or the Internet.
* Examples: nightly news, television programs, podcasts, and radio shows

*Electronic Publications*

* Sources of information that require a network to be distributed
* Examples: blogs, wikis, podcasts, emails, and websites.

*Print Publications*

* Sources of information that require a page or paper to be produced
* Examples: posters, newspapers, newsletters, bumper stickers, and fliers.