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## Topic, Purpose, and Audience

Every media text has a topic, a purpose, and an audience.

Most media texts, like television advertisements, posters, and billboards, use pictures and words.



### Topic

The topic is the subject of the media text.

e.g.



### Purpose

The purpose is what the media text is meant to do, which can be:

- to entertain
- to inform
- to instruct
- to persuade



### Examples of Media Texts



television  
ad

poster



The purpose is to persuade you to buy a bed from Bedtime.



# Keep in Mind

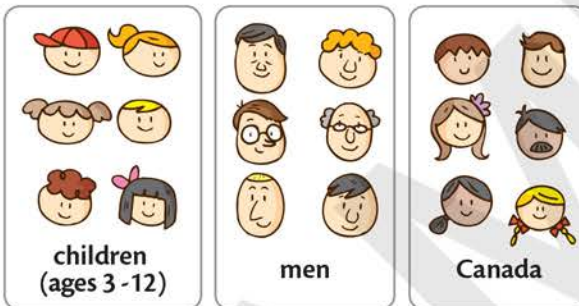


## Audience

The audience is a person or one or more groups of people for whom a media text is created.

An audience can be decided based on age, gender, or location.

e.g.



The parents on the poster look happy. The audience of this poster must be parents with young kids.



**Bedtime** has never been this inviting!



**Free Delivery:** Smartville area only!



With the added information, the audience of the poster becomes parents with young kids living in the Smartville area.

I want to get a bed like this too, so kids like me can also be the audience.

## A. Listen to the audio clips. Then circle the correct answers.



*For questions 1 and 2, you have to listen to the audio clips first. Then check the answers.*



1.



Topic:

**toys / bikes**

Purpose:

**to persuade / to instruct**

2.



Topic:

**sandwiches / soups**

Purpose:

**to entertain / to persuade**

3.



Topic:

**painting show / sculpture show**

Purpose:

**to inform / to instruct**

4.



Topic:

**drawings / dragons**

Purpose:

**to instruct / to entertain**



**B. Match the audiences with the correct media texts.**



**Audience**

one person



one group



more than one group



C. Look at each media text. Write how the audience was decided.



*The audience of each text can be decided by:*

- age
- gender
- location



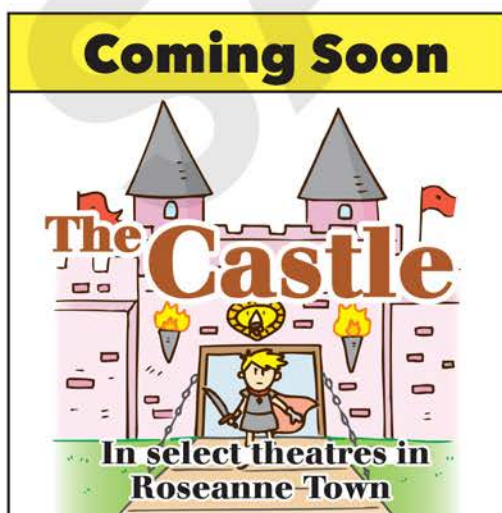
1.



2.



3.



4.

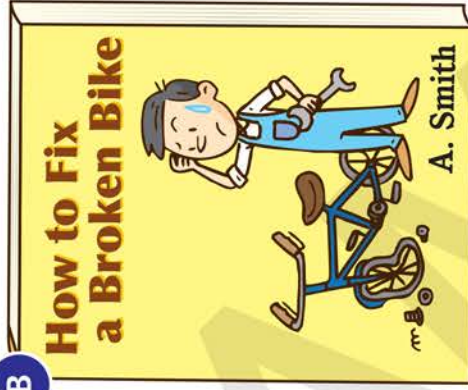




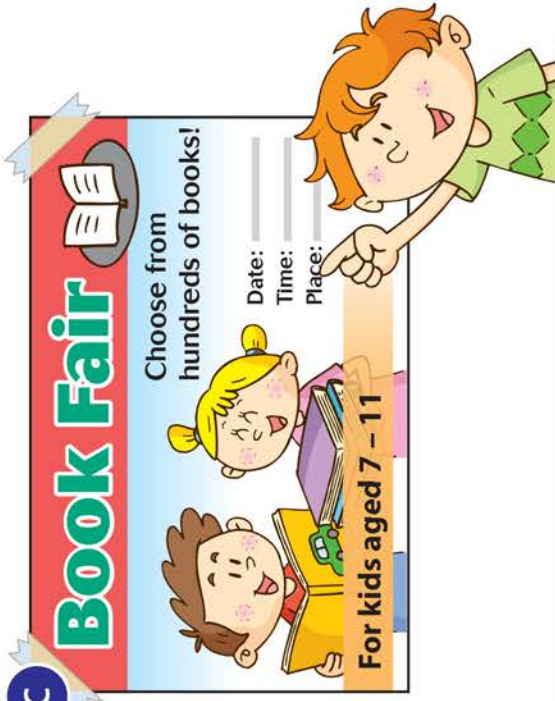
D. Look at each media text. Write the topic, purpose, and audience of each media text.






A



B



C

 <b>Topic</b>	 <b>Purpose</b>	 <b>Audience</b>
A		
B		
C		