Name

Class

Know the Purpose

An important part of understanding the full context of an information source is being able to identify its purpose. Most information sources are created to meet at least one of the following goals:

To Inform	To Entertain	To Sell
To Provoke	To Persuade	To Document

To determine the actual purpose of an information source, we need to sometimes look beyond the obvious indicators and see what the source's true intention may be.

Use this worksheet to examine your selected information source and see what clues might point towards its purpose (remembering that a source can by trying to fulfill more than one). In particular, look at:

Format: Does the information present as a straightforward news story? As an entertaining video? As unedited footage?

Language: Is the language impartial, without opinion? Are there any loaded or emotional words present? Any statements crafted to provoke a particularly strong response?

Images: Are images accompanied by any sort of commentary? Are the images themselves meant to explain an idea, or create a certain emotional reaction?

Examine your information carefully and write down any format, language, or image details you see that seem to fit into any of the six categories below. Remember: no detail is too small to note! (Example: written pieces that are formatted to look like objective news articles, but actually have a tiny heading at the top or bottom saying "Paid Advertisement".)

News (to inform):

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Entertainment (to entertain):

Advertisement (to sell):

Propaganda (to provoke):

Editorial (to persuade):

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Raw Information (to document):

Exploring Further:

Now that you've found clues that reveal the source's true purpose, draw a conclusion about the source itself: is it clear about its actual purpose? Does it attempt to fulfill more than one? Does it try to use the appearance of one purpose to disguise a different one? Identify the source's true purpose below, as well as your thoughts about how it attempted to fulfill that purpose.

Source Purpose:

Additional Thoughts: