SOAPS

Analyzing Text for Point of View
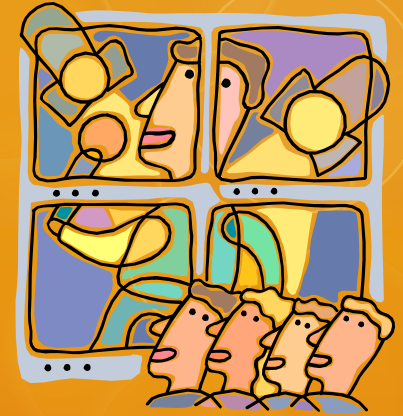
Subject

- **The general <u>topic</u>, content, and ideas contained in the text.**

- **The Subject can be stated in a few words or phrases.**

- **For example, if you are reading a simple text about pig farms, the subject may be "Information about pigs in modern day farms" or if you are reading a more complex text about controversial issues, the subject may be "Should we allow children born addicted to drugs to go home with their mother?"**

Occasion

- **Where and when did the story take place? This may not always be a direct date, it can be an physical place or general time period.**

- **What inspired the author to write this piece? Are they impacted by the subject? How does the author relate to the topic?**

- **Is it a memory, a description, an observation, an argument, a diatribe, an elegy, a declaration, a critique, etc.?**

- **For example, if an author is writing about the difficulty of raising children in the 21st century, what experience or knowledge do they have about this subject? Why are they writing about this subject?**
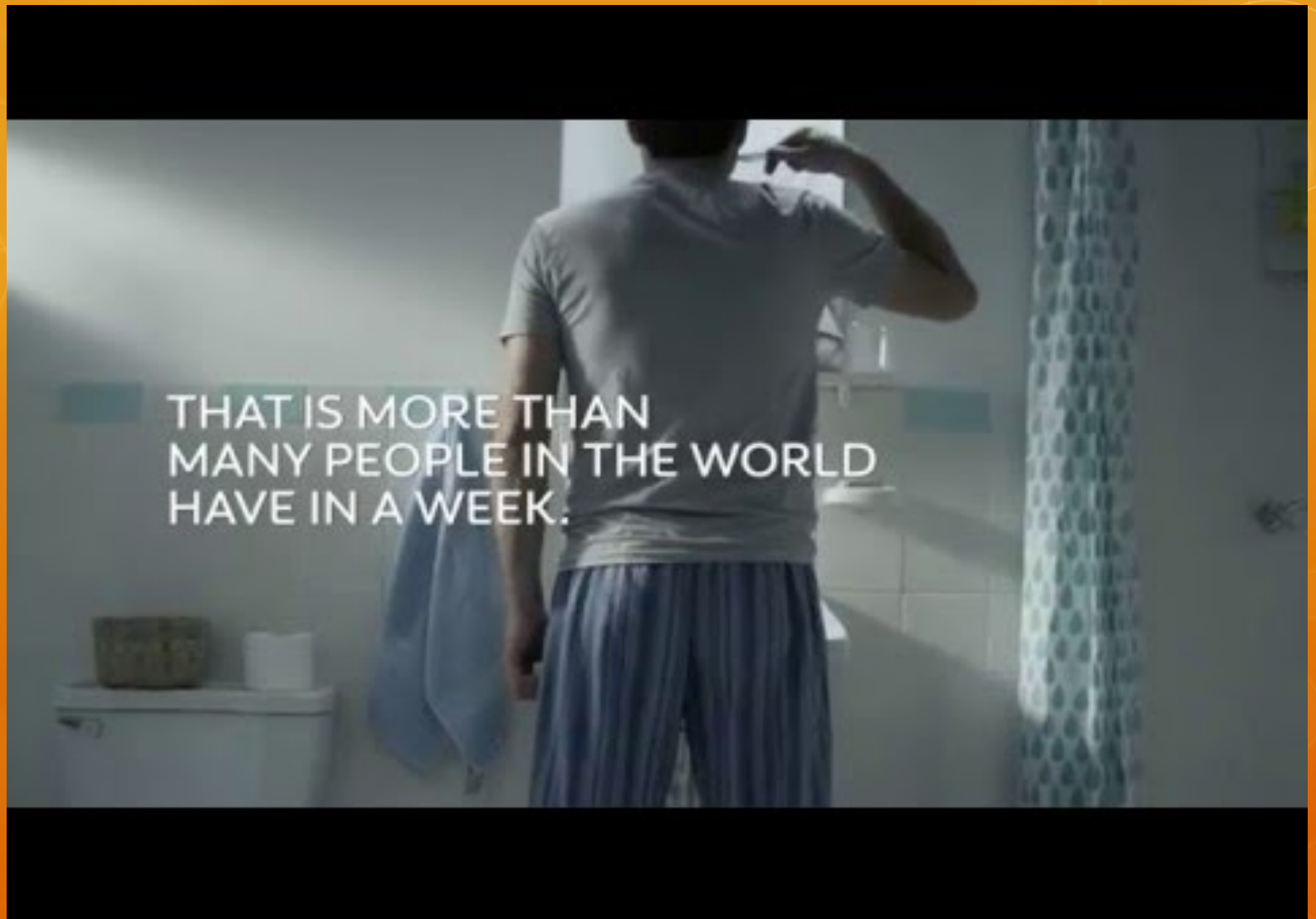
Audience

- **Toward whom is the text directed? The audience is never "anyone" or "everyone". Is it teenagers? Adults? People who purchase certain products? One person directly?**

- **What assumptions can be made about the intended audience? Age, gender, social class, education, place they live, shared values etc.**

Purpose

- **What is the speaker's reason for writing the text? How is the text supposed to make the audience feel? What is its intended effect?**

- **Is the author writing to inform, persuade, or entertain?**

- **Considering the purpose is important so that the reader can examine the writer's argument and the logic of it. In what ways does the author convey the message or the purpose? Is the author credible or too emotional? How do they present, organize, and/or back up their information?**

Speaker

- Are the speaker and the author the same?

- What assumptions can be made about the author/speaker?

- Why should we believe/trust the author/speaker?

- What does the author/speaker believe? If the text is non-fiction, include important facts about the speaker/author

Every Drop Counts Commercial

FILL IN THE CHART FOR THE VIDEO

Speaker:	
Occasion:	
Audience:	
Purpose:	
Subject:	

HOW DOES THE COMMERICAL MOVE THE AUDIENCE TOWARD THE PURPOSE/MESSAGE?