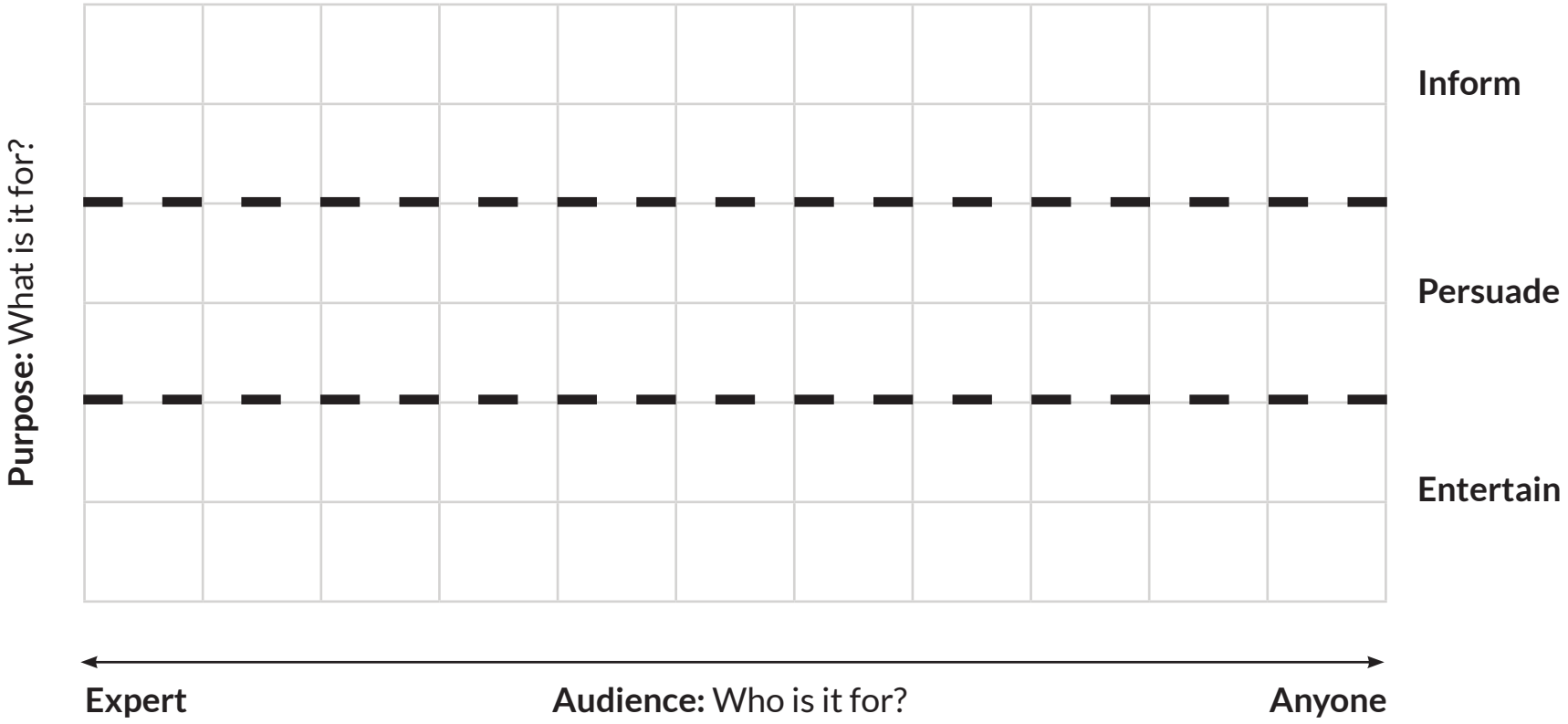
Audience and Purpose Concept Map

Directions: With your group, look at each source in your research station folder. Place the numbered sticker for each source on the chart according to its audience and purpose.

Audience: Who is the source for? Can anyone read, understand, and use it? Is it for experts who already know something or a lot about the topic? Somewhere in between?

Purpose: What is the source for? Is the source trying to entertain you? Persuade you to do something? Just inform you? Something in between?



@RBHouseUL
Chat us at library.unc.edu/house.
Drop-in help available at the front desk of the UL.

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL
UNC-Chapel Hill University Library, 2019

This worksheet was adapted from:
Gardner, Carolyn Caffrey. "Mapping Audience & Purpose: Evaluating Sources." *CORA (Community of Online Research Assignments)*, 2019. https://www.projectcora.org/assignment/mapping-audience-purpose-evaluating-sources.