**Audience - Mode of Address**

***Direct/Indirect***

This is when the text appears to be giving the audience the information in such a way that there is a recognised acceptance.

Or

This is when the text appears to be giving the audience the information in such a way that there is no recognition of there actually being an audience to give information to in the first place.

Think about it in terms of whether or not it feels like someone is blanking you or that they simply do not realise you are there.

***Subjective/Objective***

This is when the creators of the text appear to have an opinion that they wish to share with the audience, and possibly influence the audience in the way they are thinking.

Or

This is when the creators of the text appear to be giving the audience a balanced and unbiased perspective of the information.

Think about it in terms of how the people, places and/or events are being represented and why.

***Omniscient/Restricted***

This is when the information seems to be given to you in such a way as to allow you the broadest point-of-view possible.

Or

This is when the information seems to have been selected from what may have been available.

Think about it in terms of whether or not you feel like you are being given the whole story or just pieces of it.