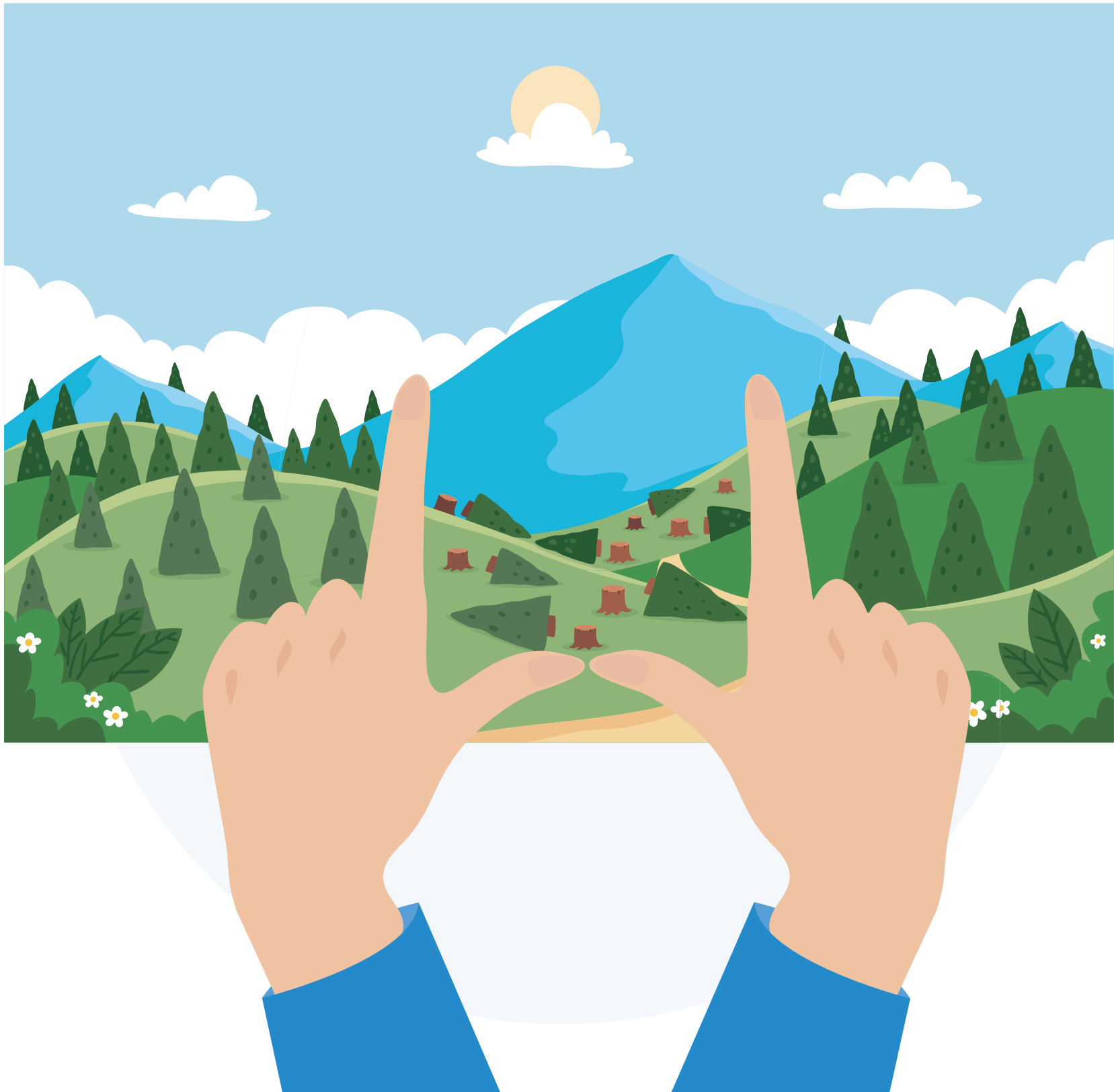


POINT OF VIEW



Point of view is the position from which a text is designed to be perceived. In texts, point of view is often focalised through a character or persona. Texts are not always told from the composer's point of view.

Point of view controls what the audience sees and how they feel about this information. It may drive a particular attitude towards the subject matter in the text. It also directs the responder to the values in the text.