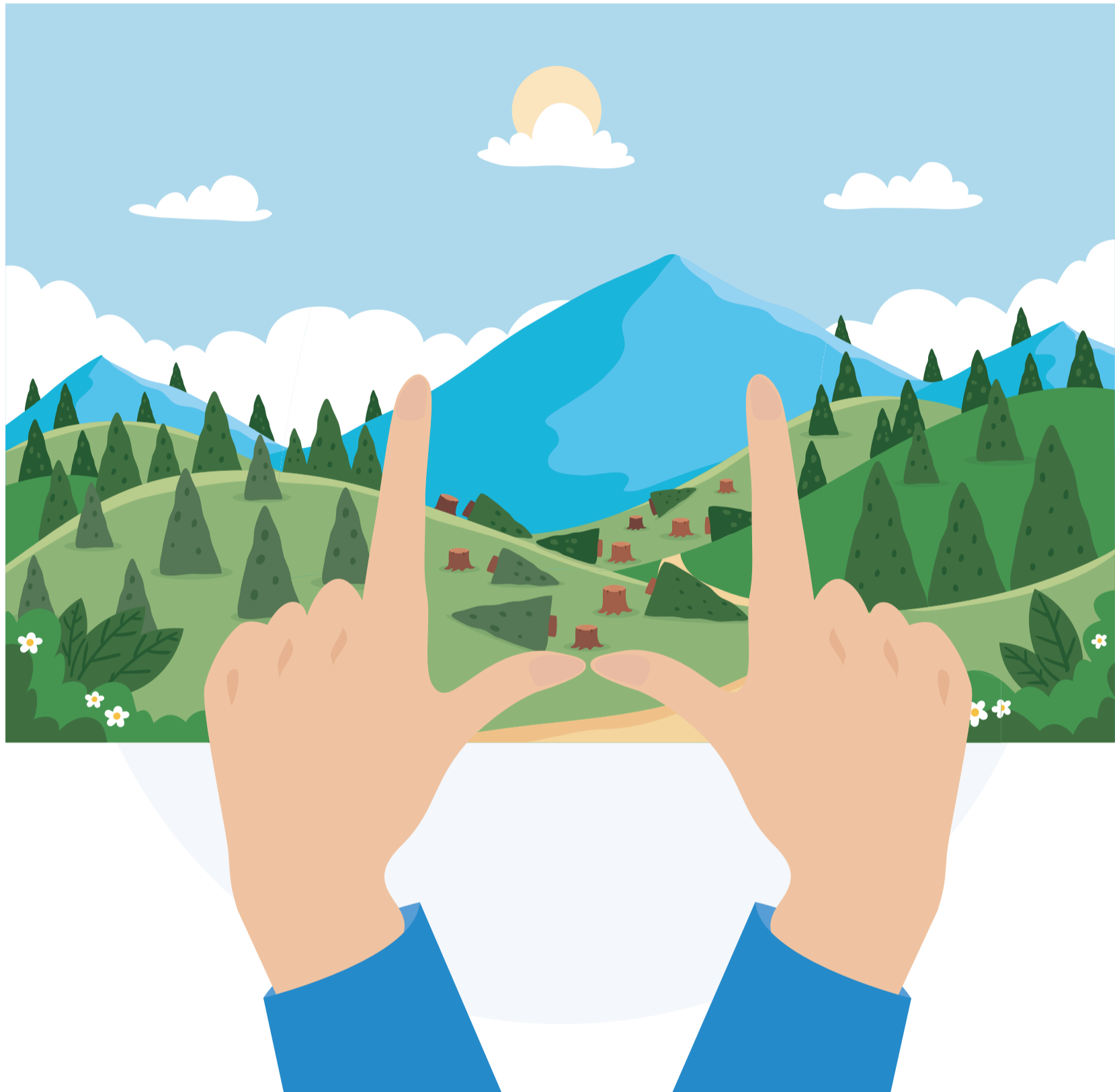


# POINT OF VIEW



**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.