

Purpose:

- To inform the general public that there is an attack against national parks.
- Encourage them to spread awareness that this is going on.
- Inform them that it's not going to be as beneficial as the government says it is.

Audience:

- The general American public.
- Those with the power to vote.
- Elected officials in charge of these policies.

Context:

- The investments our government is taking into non-clean energy sources, such as fracking and oil drilling, especially with the recent administration, presents a threat towards our national parks.

Text:

- the text of the video was the captions? but mostly in a video form they followed the transition of going from hook to why we should care to evidence and a call to action.
- very effective