

Purpose:

- They want to promote going outside.
- Inform children that nature is our family.
- Make children happy about going in nature.

Audience:

- The audience of Sesame Street, which is primarily going to be kids.

Context:

- With the increasing amounts of urbanization that's happening in the country, it's getting harder and harder for kids to go outside due to the lack of common spaces.
- Even with these common spaces existing, with socializing moving online, it's hard for kids to want to go outside.

Text:

- A cheery song with light lyrics and an upbeat tone to encourage children to go outside.
- Appeals to children by placing this message with someone they trust, which is funnily enough, Elmo.