# Purpose

The purpose of this article is to help people differentiate between the magnetic north pole. The first sentence of the article highlights on this idea, as well as the image, which displays a visual representation of how the magnetic north of earth is shifting away from the north pole. The purpose of the existence of this text is to firstly spread awareness about a science fact, as well as encourage scientific thinking by discussing about different models. By discussing the reason why this is occurring, it also rings a bell to humans about the impact of their action to the environment calling out for people to take action to stop further damages to the environment on earth.

# Audience

The audience of this article are mainly more mature individual that have education. This is because there are several quite complex words such as “eon” and “polarity reversal” which are words that will not be expected for young kids to read. Also, knowledge about the earth’s magnetic field and north and south pole are pre-required before reading this article. These are usually topics that are covered in the high school physics and geography course, which means that the audience would need a decent level of education. Also, considering that this article is published on “The New York Times”, it is probably aimed toward people that reads news and journals regularly, which are people that have extra time to kill and are curious to knowing what is happening around them.

# Main Idea

The main idea of this article is that human’s actions are causing a negative impact on the environment. At first, the article seems to be surrounding the science aspect of how the magnetic field is shifting away from the north pole faster and faster towards areas in Russia. However, when it starts to investigate about the reasons of this increasing speed of shift of magnetic field, it outlines that human actions are the real cause. It also talks about the consequences which this change in magnetic field brings. While this seems to be directed to the change in magnetic field, the real cause of the issue is the actions of the humans. Thus, this consequence supports the main idea. Also, at the end of the article in the conclusion, the article talks about the negative impacts of human actions on the environment. Thus, the article is suggesting that humans should spend more efforts in reducing the damage that they have caused on the environment.

# Literary Devices/language

In this article, personification is used when describing the movement of the north pole, such as when it talks about “lurch of the north pole” and “on the move” these words help the reader to understand the passages better, since using a lot of professional science terms would be boring for the reader to read and hard to understand. By using this device, the author makes the passage more relatable to the readers by using words that they are familiar with, and relatable with the actions from their everyday life

# Stylistic devices (text type)

The text type of this article is an expository text type. This text type focuses on providing explanation and analysis on complex facts. That matches the purpose of this article, which is to explain to people the fact that the magnetic field of earth is moving, and analyzes some effects caused by this change. However, this text type is usually quite boring, since a lot of professional words are usually required to explain the complex facts, and they make the text boring and hard for readers to understand. This specific article overcomes this issue because it has an interesting topic which triggers people’s curiosity to keep reading.