**Question 3 - What is the Purpose of source B?**

* This questions tests your knowledge and understanding of a source.
* You need to use the source and the source caption (at the bottom of the source)
* You must refer to the time period (look at the caption)
* Use the words from the source to help you

Who is it aimed at?

Who is the intended audience?

What does the source show?

Image? What is it?

Text? What does it say?

Headlines?

SOURCE

Other info which will be useful?

Newspaper?

Book?

Magazine?

What does the caption say?

Does it suggest why the source was produced?

Does it suggest its purpose?

Eg: Propaganda?

Advertisement?

Look at the date.

THINK: What is happening around this time? Is there anything happening at this time which could like to the purpose of the source?

CAPTION

How to answer this question.

1. **Pick out details from the caption. What can you see? What does it say? Make a judgement on its purpose.**

*This source is an advert from 1927. It is advertising the film The Jazz Singer, which starred Al Jolson. This film was important as it was the first ‘talkie. Previous films had been silent movies but with the development of the “vitaphone” as it shows on the poster, this in 1927 was advertising the first movie with sound. Its purpose is to advertise this new style of film to the people.*

1. **Use your topic knowledge – develop the main message. Pick out details and explain.**

*The cinema during this time began to develop during the 1920s ……..*

*Due to the development of technology, ‘The Jazz Singer’ became the first film where the audience could hear the actors. This shows through the development of technology made a huge advantage and impact in cinema. It became more and more popular.*

*The advert also …….*

1. **Suggest reasons why the source was produced at the time.**

*Its key motive was commercial, to attract people to watch the film. The film company Warner Brothers are advertising this new invention to attract people to become their audience. This advert is high up so everyone can see it as they walk the streets. Its purpose to get people “twice daily” ……*