

# SOAP

(Source, Occasion, Audience, Purpose)

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## Who/what is the **Source?**

What person or group produced this document?  
Whose perspective is being voiced?

## What is the **Occasion?**

When and where was this evidence created?  
What context or situation encouraged the creation of this document?

## Who is the **Audience?**

Who would be expected to see or read this piece of evidence?

## What is the **Purpose?**

What was this document intended to accomplish?  
What was its creator's aim?