

Name: _____

Date: _____

INFORMATION

INFORMATIONAL TEXT VS. OPINION PIECE

	INFORMATIONAL TEXT	OPINION PIECE
OBJECTIVE	The author provides information on a certain topic.	The author gives an opinion. The author makes a value judgment. The author tries to convince or elicit a reaction from the reader.
AUTHOR'S PERSPECTIVE	Objective The author remains neutral and does not give an opinion on the facts.	Subjective The author often uses "I" and first person singular determiners. The author uses literary techniques such as irony, humour, pity, sympathy, anger, etc. to elicit a reaction.
CONTENT	The author provides facts that can be proven.	The author may provide facts, but they are mixed with personal opinion. Often the words used to present the facts (like adjectives and adverbs) add a positive or negative connotation.
ANSWERS THE QUESTIONS	Who? What? When? How? Why? It is impossible to tell the author's opinion on the facts being given.	What does the author think about the topic? Is the author for or against the facts being given? The author may also provide facts that answer the questions Who? What? When? How? Why?
EXAMPLES	News report Scientific journal article	Editorial Critique Open letter in a newspaper

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Text 1: **Want or need?**

Journal article about consumerism
Written by a journalist

Today's teens are richer and spend more than ever before. Teenagers in Canada have an estimated purchasing power of 30 billion dollars. Unlike adults who have to provide for the needs of their families, young people are free to spend all of their income on consumer goods and personal entertainment.

Ad agencies study what consumers want so they can target their ads to make consumers want to buy certain products and services. But how can you tell whether you really need something or just want it?

A need is a necessity that has to be filled. It is an essential for life. Eating is a basic need. Humans cannot live without food. The same goes for clothing, shelter and medicine.

A want is more of a desire or a wish. It involves something non-essential —something you can do without. Food can be a want instead of a need when it is a matter of preference or a food that is not essential for life, like a chocolate bar or other treat.

Wants vary by person, while everyone has largely the same needs. All humans need to eat, but not all of them want to eat the same foods.

Educated consumers strike a balance in their spending by allocating enough of their income to their needs but also allowing themselves to fulfill some of their wants.



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Text 2:
Young spenders

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Commentary posted on a discussion forum

By Iris Rosewater, florist
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I think today's young people spend way too much money. Teenagers in Canada spend billions of dollars on all kinds of consumer goods and personal entertainment.

Since most teenagers are spending their parents' money, they don't really worry about how much money they're wasting on outrageously priced brand name clothing and other luxury goods.

Some young people have become experts at manipulating their parents. They even sulk when they don't get what they want! Today's teens are ingrates with no work ethic.

These naive teens are easy prey to many businesses that use convincing marketing strategies aimed at young people to encourage them to buy. It's like teens don't even have to think anymore. They just spend whatever they want to maintain their lifestyles. Why stop to think about your spending when money has no value?

