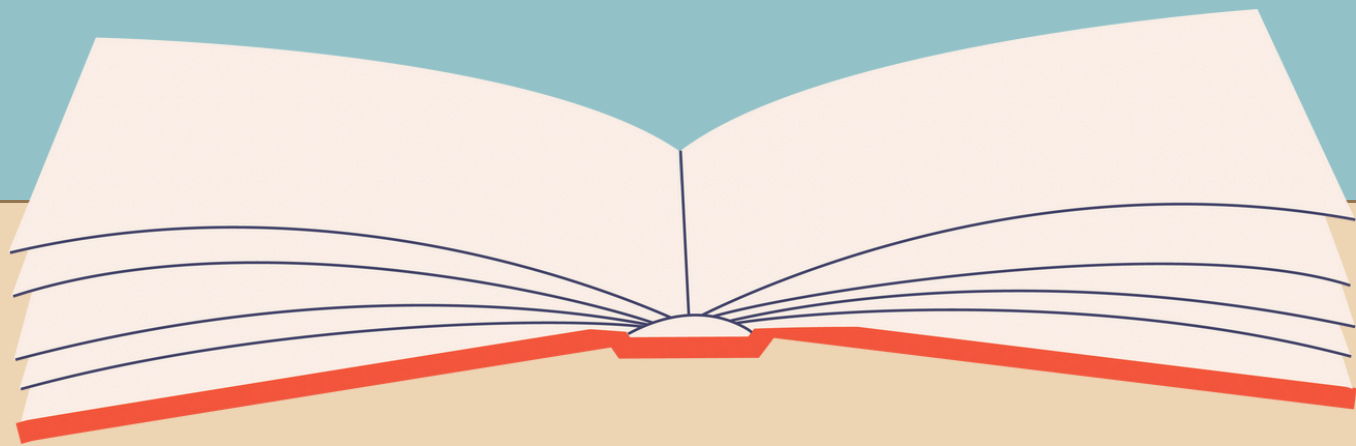


# **AUTHOR'S PURPOSE**





# LEARNING OBJECTIVES

## WHAT

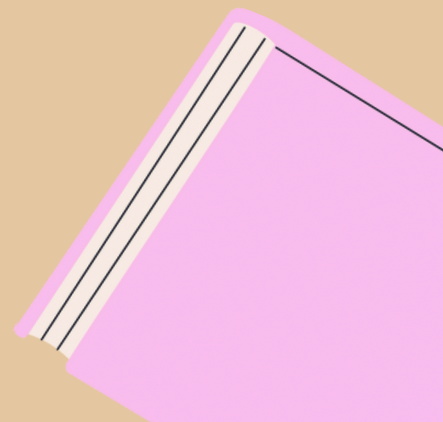

We are learning about author's purpose and how we can identify it in writing.

## WHY

Understanding author's purpose helps us understand and enjoy what we read.

## HOW

You will know you have learned this when you can identify examples.



# WHAT IS AUTHOR'S PURPOSE?

The author's purpose is the intention behind the writing. There are three main types of author's purpose. Each one has a different effect on the reader. The three types of author's purpose are:



**PERSUADE**

**INFORM**

**ENTERTAIN**




# TO PERSUADE

## PURPOSE:

When an author intends to be persuasive, they are trying to convince the reader to believe something or do something.

## EXAMPLES:

Billboards, advertisements, a letter to local government, sale's pitch, debates, argument essay







# TO INFORM

## PURPOSE:

When an author intends to be informative, they are trying to educate you on something. They are providing you with just the facts.

## EXAMPLES:

Newspapers and articles, how-to books or guides, instruction manual



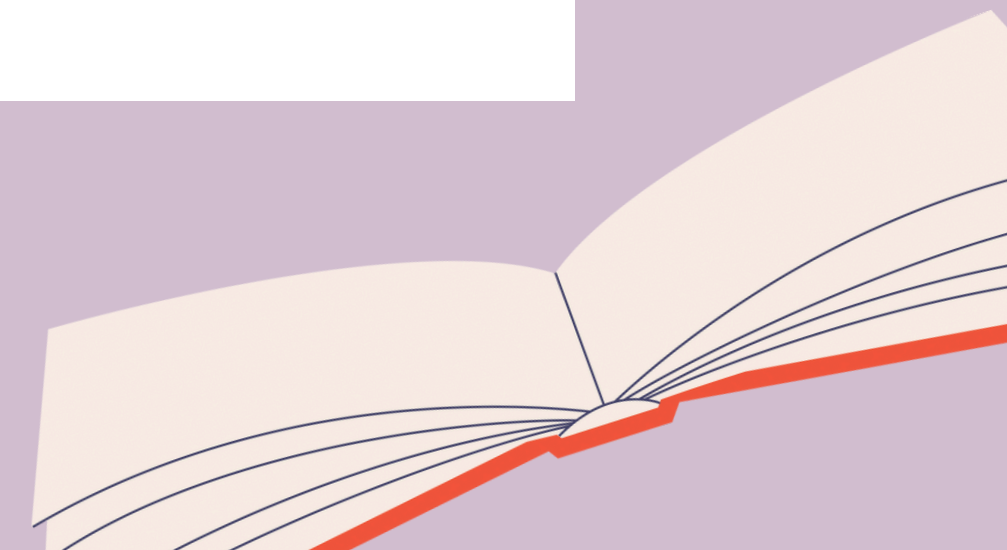
# TO ENTERTAIN

## PURPOSE:

When an author intends to be entertaining, they want you to enjoy their writing or have fun reading it.

## EXAMPLES:

Fiction novels, short stories, comic strips, joke books



# CAN WRITING BE MULTIPURPOSE?

Every piece of writing has a primary purpose, but it can also have a secondary purpose. You are not limited to choosing one purpose!

**EXAMPLE: A COMIC STRIP ABOUT  
POLITICS INTENDS TO ENTERTAIN AND  
PERSUADE.**

