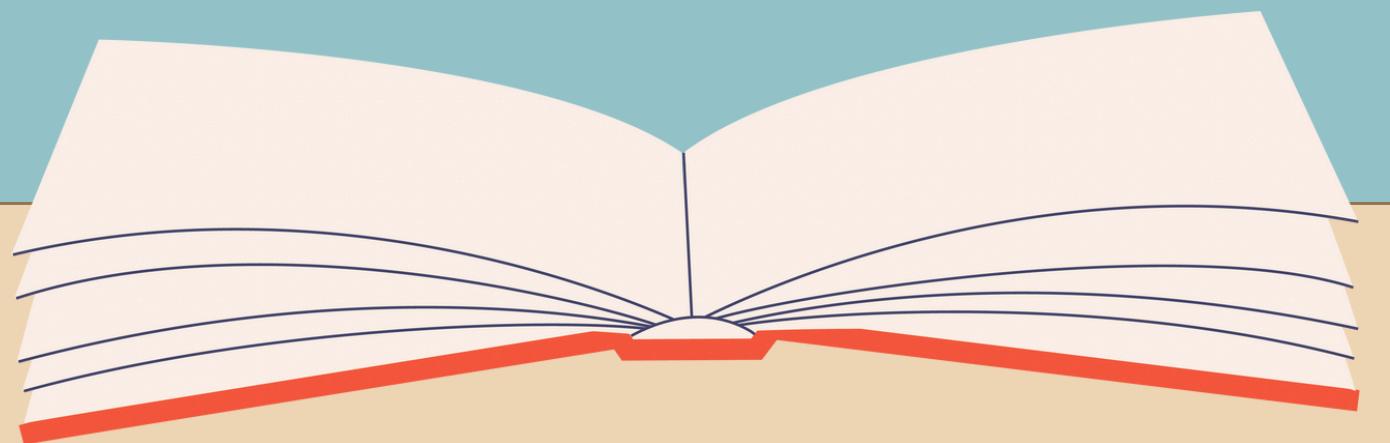
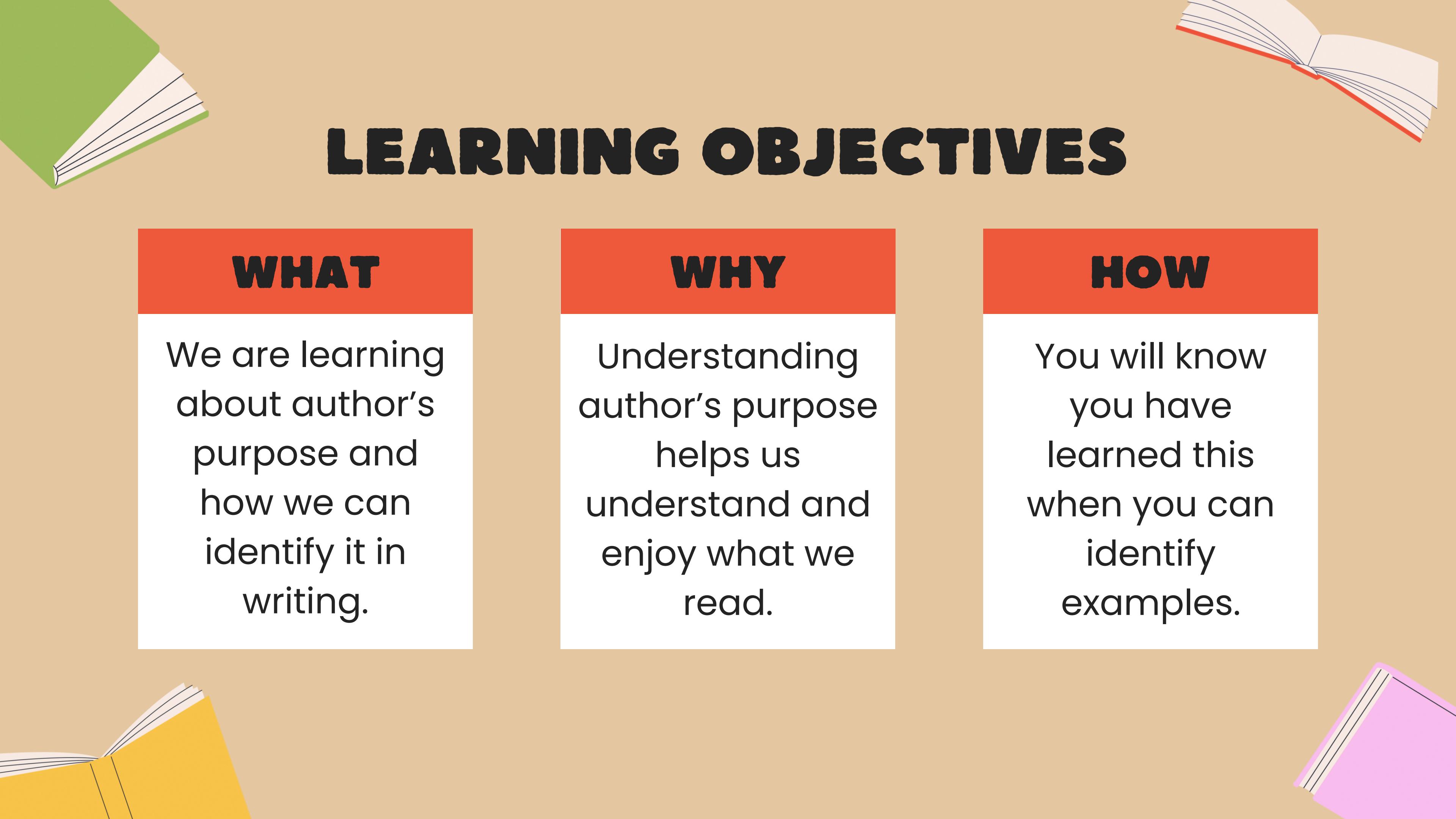


AUTHOR'S PURPOSE





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.**

