

# Author's Purpose

Why did the author write the text?

## Inform

Teach or Explain

*Convey knowledge to the reader*

educational texts, scientific articles, reports, and others



## Entertain

Amuse or entertain

*Describe real or imaginary characters, places and events*

jokes, stories, novels, poems, riddles



## Persuade

Convince

*Convince the reader to agree with the author*

advertisements, editorials, commercials, posters



Many times the title offers  
the key to the author's purpose.