Author’s Purpose:
Easy as PIE!

Persuade
Inform
Entertain
Author's Purpose: The author's reason for writing.

P (persuade)
I (inform)
E (entertain)

It's as easy as PIE!!!
*Persuade* means to influence the reader to believe or do what the author suggests.

Synonyms: convince, influence

Examples: persuasive letter, advertisements, campaign speeches
Inform means to give someone information about something.

Synonyms: teach, educate, tell

Examples: news reports, research papers, encyclopedias, school news letters
Entertain means to tell a story (can be funny or sad).

Synonyms: amuse, captivate

Examples: fictional stories, comics, poems
Example

The Surgeon General has reported on the negative effects smoking has on the health of adults. Furthermore, recent studies have found that individuals exposed to second-hand smoke over a period of time also suffer adverse effects to their health. Parents avoid exposing their children to cigarette smoke and educate them on the effects smoking can have on health.

What is the author’s purpose for writing this article?

To Persuade  To Inform  To Entertain

BE SPECIFIC!
"To inform" is not enough!
What did the author inform you of?

To inform the reader about the dangers of smoking.
It was a glorious morning in Alabama. The sun was shining through the trees. Alan couldn't wait to find his fishing pole and call his friend Sam to go fishing. They had a great time on these early morning fishing trips. They took their dogs with them and the dogs would swim in the lake while they fished. It was so funny to watch those dogs paddle around the lake.

What is the author's purpose for writing this article?

To Persuade    To Inform    To Entertain

The author's purpose is to ________entertain________the reader

by telling them a story about people fishing.
The Underground Railroad was a secret organization which helped slaves escape to freedom. Many slaves were able to escape because of the conductors and station masters. The northern states were free states and slaves were free once they arrived in the north. Secret codes and signals were used to identify the conductors and station masters.

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The author's purpose is to _________________________ the reader
#3

You should always try to have good manners! This means being polite and thoughtful to others. Saying a simple please and thank you are examples of good manners. You should always hold the door for the people around you, because it is polite. Practicing good table manners is also being thoughtful. Some good table manners you should abide by include placing your napkin on your lap, asking someone to please pass something you would like, and eating neatly. Next time you are in a social situation, remember to use your manners!

What is the author’s purpose for writing this article?

To Persuade  To Inform  To Entertain

The author’s purpose is to persuade the reader
to use good manners.