

- Today's society is faced with the continually growing problem of electronics and social media. What used to be considered a precious treasure is now the cause of teenage obesity, lack of concentration, inadequate communication, and above all a far less intellectual society. Cell phones, internet, video games, television all have taken over the youth in society and corrupted them into unimaginative, unqualified, dull robots. Facebook is merely a tool to drain the intelligence from teenagers until they are forced to speak in instant messaging jargon- LOL, OMG, TTYL. Twitter is a mechanism for teenagers to become hermits, living in their rooms updating their statuses every two minutes. Video games and television suck imagination from children's minds, their eyes becoming plastered to a small pixel screen, their stationary bodies molded into the couch cushions. To stop a calamity like this from happening, there is only one option- abolish electronics and social media completely. If humanity can wipe away everything with batteries, plugs, and wires, people will become a more intellectual, responsive, exciting species on earth.

□ Benjamin O'Keefe

Eighteen-year-old Benjamin O'Keefe was angered by Abercrombie & Fitch's CEO, Michael Jeffries, when his controversial remarks resurfaced from a 2006 interview about the brand only targeting "cool kids." In response, Benjamin wrote a blog for The Huffington Post and created a Change.org petition calling for consumers to boycott the company until the CEO issued an apology. Both went viral and the petition collected over 74,000 signatures. This caught the attention of Abercrombie executives who met with the teen to discuss future changes they plan on making.

- "It's become so evident when people come together behind something they believe in, change really can come," Benjamin told HuffPost Live.

Purpose Tone & Style

Lec 1 Fall 21

Persuade

- ❑ Written Convince You To Change Your Thinking, Spend Money, Support A Cause, Or Offer A Solution To A Problem
- ❑ **Examples**
- ❑ Advertisements
- ❑ Commercials
- ❑ Political Speeches
- ❑ Opinion Editorials
- ❑ Movie Or Book Reviews

Inform

- Written to give information or describe something.
- Authors use facts and reasons to get the point across.
- **Examples**
- Textbooks
- News articles
- Informational Brochures
- Encyclopedias
- Schedules, charts, instructions

Entertain

- Written to interest the reader, or appeal to emotions such as pleasure, sadness, anger, or humor.
- **Examples**
- Fiction books and other stories
- Plays and movies
- Comic strips
- Video games

Three Categories of Purpose

□ To inform the reader about a topic.

□ “A healthy diet includes several daily servings from each of the major food groups.”



Three Categories of Purpose

- To persuade the reader to agree with his/her view on the topic.
 - “Required physical education classes should be a part of public school education from elementary through high school.”



Three Categories of Purpose

- To entertain by amusing or engaging the reader.
 - “If clothes say much about a person, a woman risking life and limb to wear 6-inch- high heels to the office must be screaming something about herself.”



Inform, Persuade, or Entertain?

- ___ The National Hurricane Center predicts a record number of hurricanes in the upcoming months.
- ___ Age is strictly a case of mind over matter. If you don't mind, it doesn't matter.
- ___ Rely on Denta-Fresh toothpaste to stop bad breath just as millions of others have.

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Practice

Identify the author's purpose for each of the following types of text.

1. A song about a father's joy and love for his new baby girl.
2. A political speech recommending that you support a tax increase.
3. A poster in the hall that encourages students to say no to drugs.
4. A pamphlet in a doctor's office that explains the disease diabetes.
5. A funny essay
6. A news about COVID-19 vaccine
7. An article about the recent fashion trends
8. A passage that provide historical background of a place
9. An article emphasizing a particular point of view

Answers

1. to entertain
2. to persuade
3. to persuade
4. to inform
5. to entertain
6. to inform
7. to inform
8. to inform
9. to persuade

Question Stems

- ☐ The purpose...
- ☐ What is the most likely reason the author wrote ...
- ☐ ...author probably wrote to...
- ☐ Why do you think the author choose...
- ☐ How do you think the author would feel about...
- ☐ Why do you think the author decided to...
- ☐ Why does the author begin (end) the story with...

Key Words

☐ **Persuade**

- ☐ Influence
- ☐ Encourage
- ☐ Convince
- ☐ Prove
- ☐ Urge
- ☐ Sell
- ☐ Inspire
- ☐ Convert
- ☐ Assure

• **Inform**

- Understand
- Show
- Describe
- Educate
- Discuss
- Explain
- Teach
- Give information
- Illustrate

• **Entertain**

- Tell
- Share an experience
- Relate
- Provide details
- Create

Identify the author's purpose and explain your choice

- A wave is any movement that carries energy. Some waves carry energy through water. Others carry energy through gases, like air, or solid materials. If you drop a rock into a pool of water, a wave, or ripple of energy, skims across the pool's surface. In the same way, an underwater earthquake can release energy into ocean water. Then it carries a giant wave, or tsunami, across the surface until it hits land. If you hear a clap of thunder, sound waves (or vibrations) have carried the crashing BOOM to your ears. Sound waves speed through the air at about 1,100 feet (335 meters) per second. Light also travels through the air in waves. They travel at more than 186,000 miles (300 million meters) per second. So the light waves from a flash of lightning reach your eyes before that clap of thunder reaches your ears! Electrons travel in waves, too. They move back and forth in a solid wire, sending waves of electricity so you can turn on a light during the storm!

What is an author's tone?

- ❑ **Tone** indicates the writer's attitude.
- ❑ Often described by adjectives, such as: **cynical, depressed, sympathetic, cheerful, outraged, positive, angry, sarcastic, prayerful, ironic, solemn, vindictive, intense, excited.**
- ❑ Tone is not an action.
It is an attitude.
- ❑ Try saying, **"come here, Saad"** using the following tones:
 - ❑ Commanding or bossy
 - ❑ Secretive
 - ❑ Loving
 - ❑ Angry
 - ❑ Excited
 - ❑ Playful

Tone is not explained or expressed directly

- ❑ A reader must “read between the lines” to feel the author’s attitude and identify the tone.
- ❑ Tone is different than “mood.”
- ❑ Tone is the **author’s** own attitude toward the subject
- ❑ Mood is the emotion the author wants the **readers** to feel while reading about the subject.
- ❑ An authors’ tone influences the story’s mood and atmosphere.
- ❑ **Example**
- ❑ An author writes a horror story using a **serious** and **sinister** tone.
- ❑ That tone helps create a **scary** atmosphere and a **nervous, frightened** mood for the readers.

Characteristics of Tone Words

☐ Objective (impartial)

- ☐ Unbiased
- ☐ Neutral
- ☐ Formal

☐ Subjective (personal)

- ☐ Biased
- ☐ Emotional
- ☐ Informal



Examples

□ “The girl remembered little from the raid at okeadan in which she had been captured. She knew her parents had been killed. She had no idea what had happened to her brothers and sisters. Much of what she had experienced had been so horrible that she had simply shut it out of her mind. . . .”

At Her Majesty's Request p. 17

Serious / solemn

This author's serious **tone** inspires an atmosphere of tragedy. This leads to a **mood** of sadness, sympathy, and caring in the reader when reading this passage.

“When he realized he was still in one piece, he knew that at the very least he must be completely flat, with his face peering out of his own bottom and his brains leaking out of his ears. . . .”

Toad Heaven p. 64

Humorous

This author's humorous tone inspires a comic atmosphere. This leads to a playful mood in the reader. (It also helps the reader identify with and care about the characters.)

“By nightfall on Monday, the center of the storm had barely moved, and icy winds of hurricane force swept across an area from Virginia up to Nova Scotia, Canada. The wind was so powerful that in Liberty, New York, the local train station had its roof entirely ripped off ...”

blizzard p. 56

Objective / impersonal

- This author's impersonal **tone** inspires a serious atmosphere, typical of nonfiction (such as news reports). The **mood** for this piece might be considered studious or academic

“... the next minute, Winn-Dixie looked like a furry bullet, shooting across the building, chasing that mouse. He was barking and his feet were skidding all over the polished pick-it-up floor, and people were clapping and hollering and pointing. They really went wild when Winn-Dixie actually caught the mouse.”

Because of Winn-Dixie p. 36

Enthusiastic

- This author's enthusiastic tone inspires an active, lively atmosphere. The author hopes to influence the readers to be in an excited mood, anticipating more action.

- ☐ Alonzo winked at his mother's shocked gaze and with a smile he said, "sausage and pepperoni pizza for breakfast makes perfect sense. Allow me to demonstrate. You have your tomato. Tomato is technically a fruit. You have your cheese. Cheese is a dairy product. You have your crust... necessary carbs for quick energy in the morning. And don't forget the sausage and the pepperoni... my protein. If you think about it, it is just like bacon and eggs, toast, and orange juice." Still smiling, he added, "really, it is... well, almost." "Why are you looking at me that way?"

The tone of this passage is

- ☐ a. Funny/humorous
- ☐ b. Sad
- ☐ c. Insulting

☐ **Whether you are starting or continuing on the academic road to success, there are a series of markers that will help keep you on the path. First, you must believe. Believe in yourself, believe in others, and believe in the process of life. You are here for a purpose. Second, keep an open mind. Be aware of things that are working and things that are not. Be willing to make changes. Third, know when you need help and be willing to ask for it. There are many people who can assist you; be specific when you ask for help. Fourth, use your resources: people, books, nature, experiences, events, travel-that which is seen and that which is unseen. Fifth, remember who you are and why you are here. Remind yourself what it is that you want to accomplish. Sixth, balance your life. There is a weariness that occurs when life's energies are out of harmony. Body, mind, and spirit need nurturing on a daily basis. Lastly, remember that storms never last. Which word best describes the author's attitude towards continuing on the "academic road to success"?**

- ☐ a. optimistic
- ☐ b. neutral
- ☐ c. pessimistic

Examples of Tone Words

□ Cautious

□ Humorous

□ Affectionate

□ Hostile

□ Critical

□ Objective

□ Personal

□ Violent

- Solemn / serious

- Sarcastic

- Disapproving

- Enthusiastic

- Desperate

- Pleading

- Indifferent

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