

What's the Author's Purpose?

Every time an author writes, they have a specific goal in mind for their reader. To figure out their main purpose, all you need to do is think about **PIE!** 🍷



Persuade

The author wants to **convince you** to believe, do, or buy something. They are trying to change your mind or push you to action.

Find it in: Ads, reviews, opinion essays, speeches.



Inform

The author wants to **teach you** something by giving you facts, data, and information. They are explaining a topic to you.

Find it in: Textbooks, news articles, recipes, non-fiction.



Entertain

The author wants to **engage your imagination** and give you an enjoyable experience. They are telling a story for your amusement.

Find it in: Novels, short stories, poems, comics, jokes.

PIE Practice: What's the Purpose? 🕵️

1. *The critically endangered Māui dolphin is the world's smallest and rarest dolphin, found only off the west coast of New Zealand's North Island. As of 2023, it is estimated that only 48-64 individuals remain.*

Primary Purpose: ☐ Persuade ☐ Inform ☐ Entertain

2. *Are you tired of your phone running out of battery? You need the new PowerFlow Pro! With its revolutionary hyper-charge technology, it lasts twice as long as any other brand. Don't get left in the dark. Buy the PowerFlow Pro today!*

Primary Purpose: ☐ Persuade ☐ Inform ☐ Entertain

3. *The ancient tree stood alone on the hill, its branches twisted like gnarled fingers reaching for the stormy sky. Rain began to fall, each drop a tiny silver needle stitching the clouds to the land.*

Primary Purpose: ☐ Persuade ☐ Inform ☐ Entertain

Author Challenge: Your Turn to Bake! 🍰

PERSUADE

Your principal to allow students to wear hoodies in class.

INFORM

A new student about the three most important things they need to know about your school.

ENTERTAIN

A friend with a short, suspenseful story that starts with: "The last thing I expected to find in my locker was a mysterious, ticking box."