

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.