Author's Purpose

Why did the author write this?

P Persuade

- To **convince** you to think or do something

ads, speeches, reviews

I Inform

- To **teach** you facts

textbooks, news, encyclopedias

E Entertain

- To tell a **story** you enjoy

novels, comics, poems

E Explain

- To show **how** to do something

recipes, directions, manuals

Easy as P.I.E.E. Ask: what does the author want me to think, know or feel?