Persuade – The author is trying to convince the reader to do something or to take on the authors point of view.

Examples: Infomercials, politicians.

Key words you may see: “I am not saying that…”, “You won’t be sorry…”, “Believe me…”, “Trust me…”.

**P**

**Authors Purpose**

Inform – The author is trying to tell the reader something – JUST THE FACTS MA’AM. Examples: Science articles, textbooks, instruction manuals, biographies.

Entertain – The author is trying to evoke a feeling of happiness, joy, humor, etc. from the reader. Examples: fiction stories, comic books, cartoons, jokes.

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