**In the NOTES section of your binder, take the following notes:**

**Author’s Purpose:**

**Definition: the reason why a text was written**

***There are 3 main purposes for an author to write:***

1. **TO INFORM**
* Author’s goal is to teach audience about a factual topic
* Facts are used to teach, not persuade
* Examples: textbooks, cookbooks, encyclopedias
1. **TO PERSUADE**
* Author’s goal is to persuade audience to share his/her opinion
* Usually uses some facts &/or examples to persuade
* Examples: ads, commercials, newspaper editorials
1. **TO ENTERTAIN**
* Author’s goal to tell a story or describe real or imaginary characters, places, and events
* Examples: poems, stories, comic books