



Author's Purpose

PIE: Author's General Purposes

- + **To persuade:** change opinions or take action
 - + Appeal to emotions or intellect
 - + Sources: political texts, editorials
- + **To inform:** give knowledge, teach
 - + Objective, unemotional
 - + Sources: encyclopedias, research studies, newspapers
- + **To express:** use language in an expressive, emotional way
 - + To entertain: be humorous or tell a story
 - + Appeal to imagination and sense of humor; use sarcasm, overstate, or understate
 - + Sources: fiction or non-fiction
 - + To inspire/commemorate
 - + Appeal to audience's shared values
 - + Sources: eulogies, Presidential speeches after tragedies, award recipients, graduation ceremonies
- + You might have a combination, but one is usually primary: check (1) the main idea, (2) the source, and (3) the language



www.womenshealthmag.com

Name that Purpose: P-I-E?

www.treehugger.com



Why do we bother with headlines?

Model	Price
New Inspiron 1208	\$799
New Inspiron 1308	\$899
New Inspiron 1408	\$1499
New Inspiron XPS 6301	\$2499

All you really care about are the specs.

GET MORE OUT OF NOW
Shop online dell.com/pemagazine
Shop by phone 1-800-690-0000 (open 11 a.m. - 11 p.m. CST)

blogdesignandrew.blogspot.com

lifeislikeatvshow.blogspot.com



Name that Purpose

To inform

www.treehugger.com



To persuade

A Dell advertisement for laptops. The headline reads "Why do we bother with headlines?" in green. Below it, four laptops are shown. The sub-headline says "All you really care about are the specs." in yellow. The ad lists four laptop models with their specifications and prices: Inspiron 1200 (\$799), Inspiron 3200 (\$899), Inspiron 4000 (\$1499), and Inspiron XPS 5000 (\$2499). The Dell logo is in the bottom right corner.

blogdesignandrew.blogspot.com

lifeislikeatvshow.blogspot.com



To express