



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?

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Why do we bother with headlines?

All you really care about are the specs.

Model	Price
New Inspiron 120E	\$799
New Inspiron 320E	\$899
New Inspiron 420E	\$1499
New Inspiron XPS 520E	\$2499

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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 and yellow. Below it, four laptops are shown. The main text says "All you really care about are the specs." in yellow. There are four columns of specifications for different laptop models: Inspiron 1200, Inspiron 320, Inspiron 400, and Inspiron XPS 330. Prices are listed at the bottom of each column: \$799, \$899, \$1499, and \$2499. The Dell logo is in the bottom right corner. Small text at the bottom says "Shop online dell.com/pcmagazine Shop by phone 1-800-690-0000".

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To express