Purpose	Definition	Examples
Persuade	the author wants you to do, buy, or believe something	advertisements, persuasive letters, opinions, campaign speeches
Inform	the author wants to give you information	textbooks, non-fiction books, expository essays, biographies, newspaper articles, directions
Entertain	the author wants to amuse you or for you to enjoy the writing	fiction stories, poems, songs, plays, jokes, narratives
Explain	the author wants to tell you how to do something or how something works	instructions, directions, steps, procedures, how-to, recipes
Describe	the author wants you to visualize or experience a person, place, or thing	product descriptions, descriptive essays, imagery