AUTHOR'S PURPOSE

| PERSUADE | The author is trying to get you to do or try something. | Commercial | Opinion |
|-----------|--|---------------|--------------|
| | | Billboard | Review |
| | | Advertisement | Political Ad |
| INFORM | The author is trying to give you information and teach you fact. | Documentary | History |
| | | Report | Biography |
| | | Article | Science |
| ENTERTAIN | The author is trying to make you enjoy the story by keeping the reader's attention. | Fiction | Comic |
| | | Fantasy | Adventure |
| | | Mystery | Romance |