

# Know Your Purpose

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The **purpose** of an article or story is the writer’s reason for writing it. A writer’s purpose may be to inform, to persuade, or to entertain readers. Knowing your purpose helps you make choices about voice, word choice, and organization.

Here are some kinds of writing that could be done for each purpose:

**To inform:** newspaper article, how-to article, compare and contrast essay, research report

**To entertain:** personal narrative, feature article, story, poem

**To persuade:** editorial, letter to the editor, ad

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**Directions** Read each paragraph. Decide whether its purpose is to inform, to entertain, or to persuade readers.

1. Everyone should sign up for the park clean-up day next weekend. No one likes a park full of litter. The park is for everyone to enjoy, so everyone should help keep it beautiful.

**to persuade**

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2. A fox played a trick. She told the raccoon there were delicious apples under the maple tree. He just had to clear away the fallen leaves. The raccoon raked leaves all day with his paws. But there were no apples. “Thanks,” said the fox. And she disappeared into the cozy hole that the raccoon had uncovered for her.

**to entertain**

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3. People have told stories about animal characters for thousands of years. Some are very old and teach lessons, such as “The Tortoise and the Hare.” Some are new and have characters that seem almost like people, such as *Charlotte’s Web*.

**to inform**

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