

Identify Author's Purpose 1

STRATEGY: IDENTIFY AUTHOR'S PURPOSE

TEACH/PRACTICE

REVIEW/RETEACH

Student Objectives

- Identify the author's purpose in writing an advertisement.
- Ask questions to identify how the author achieves his or her purpose.

Materials

- Passage: The Bike for You!
- Graphic Organizer: Identify Author's Purpose 1

Build Background

Ask students about the kind of bike they ride. Discuss the different types of bikes.

- Mountain bikes have sturdy, durable frames and wheels. They are used for off-road cycling.
- Racing bikes have lightweight frames and drop handlebars, and are designed for speed.
- Utility bikes have heavyweight frames. They are used for commuting and shopping.

Teach

Explain that authors write for different purposes, including to inform, to entertain, or to persuade. Tell students that identifying an author's purpose enables them to understand why an author writes a piece and how the author feels about the subject matter. Mention that it will also help them to choose the appropriate comprehension strategy. Also point out that when an author writes to persuade, he or she tries to convince the audience to think a certain way and/or to take action.

Guided Practice

Distribute “**The Bike for You!**” and read the advertisement with students. Then ask the following comprehension questions. To better monitor students' answers, you may wish to have students answer some questions independently and some with a partner.

Part 1 *Who is the author of this advertisement?* (someone working for a bike company) *Why is the author writing this advertisement?* (The author wants to persuade kids to buy a bike called the Pro Speed Racer.)

Part 2 *How does the author try to convince readers?* (The author says that the bike is awesome, comfortable, and easy to use.)

Part 3 *Why are these quotes effective?* (They are called “testimonials”—real quotes by real kids who like the bike. You can be convinced by those kids, not just the author of this piece.)

Part 4 *How do you think the writer wants you to feel when you read “You, too, can be a winner”?* (The writer wants you to think that “winners” will ride the bike. He or she might want you to think that if you don't buy the bike, you won't be a winner.)

Part 5 *How does the author make this purchase an attractive offer?* (It's on sale and if you act now, you can receive a free backpack.)

Confirm that the author wants to persuade readers to purchase a bike called the Pro Speed Racer. Explain that the author's second purpose is to inform readers about the product's outstanding features and effectiveness.

(Continued)

Identify Author's Purpose *(Continued)*

▸ Apply

Distribute the **Graphic Organizer**. Remind students that authors want to persuade, inform, or entertain, and that an author may have more than one purpose for writing. Guide students to complete the organizer and identify what the author's purpose was in writing the advertisement. Discuss how they arrived at their answers.