

The Purpose of Writing

Writing always has a purpose, and sometimes it has more than one. Knowing your purpose will give you direction and help you to write more effectively.

Know your purpose...

Purpose	Definition	Examples
Entertain	Provides entertainment/enjoyment to readers	fiction, cartoons, magazine articles, satire
Inform	Communicates facts or ideas to others	journalistic writing, lab reports, book reports, research
Explain	Combines facts and experience to tell how something works, why something happened, etc.	Cause-effect essay, definition essay, research
Persuade	Uses ethos, pathos, and/or logos to convince someone of something, may be biased	advertisement, debate
Argue	Persuasive essay that uses evidence to prove its point	argumentative essay, research
Evaluate	Argumentative essay that argues for the merits or values of something	book, movie, restaurant, or music review
Express	Shows the thoughts and feelings of the author, sometimes informal	journal, diary, letter, poetry, personal narrative, op-ed
Contribute	Adds to a dialogue, synthesizes past work, and brings new insight to a topic	research, argumentative essay

Don't be like Calvin...

