



Tone and Purpose



Purpose and Tone

- Purpose is the reason the author writes about a topic.
 - To inform, to persuade, to entertain
- Tone is the author's attitude toward the topic.
 - Objective tone, subjective tone

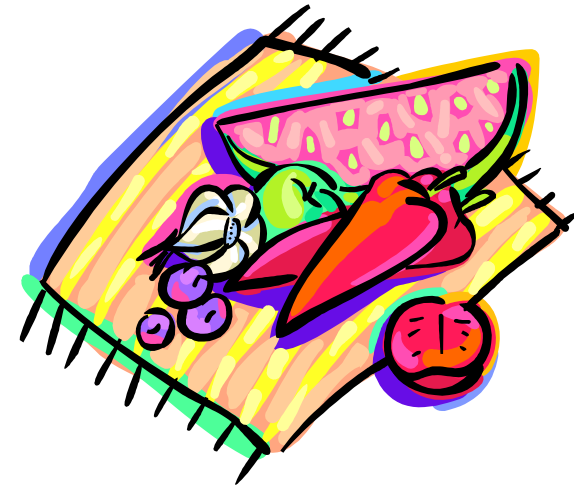


Subjective and Objective Tone Words

- Subjective:
 - *Admiring, belligerent, disdainful, joyful, poetic, sincere, thoughtful, wry*
- Objective:
 - *Accurate, factual, matter-of-fact, truthful*
- See your text for more tone words.

Three Categories of Purpose

- To **inform** the reader about a topic.
 - “A healthy diet includes several daily servings from each of the major food groups.”



Three Categories of Purpose

- To **persuade** the reader to agree with his/her view on the topic.
 - “Required physical education classes should be a part of public school education from elementary through high school.”



Three Categories of Purpose

- To **entertain** by amusing or interesting the reader.
 - “If clothes say much about a person, a woman risking life and limb to wear 6-inch-spike high heels to the office must be screaming something about herself.”





Inform, Persuade, or Entertain?

- ___ The National Hurricane Center predicts a record number of hurricanes in the upcoming months.
- ___ Age is strictly a case of mind over matter. If you don't mind, it doesn't matter.
- ___ Rely on Denta-Fresh toothpaste to stop bad breath just as millions of others have.



Inform, Persuade, or Entertain?

- I The National Hurricane Center predicts a record number of hurricanes in the upcoming months.
- E Age is strictly a case of mind over matter. If you don't mind, it doesn't matter.
- P Rely on Denta-Fresh toothpaste to stop bad breath just as millions of others have.



Primary Purpose

- Primary purpose is the author's main reason for writing the passage.
- Ask, "What is the author's main idea?" and that will reveal the primary purpose.



What is the primary purpose?

Think of long-term memory as a “data bank” for all of your feelings and ideas. Information you heard hours, days, weeks, even years ago is stored in long-term memory. Long term memory can handle large amounts of information; short-term memory has less space for storage. Putting information in and getting it out again is a slow process in long-term memory. On the other hand, short-term memory is a rapid process.



What is the main purpose of the paragraph?

To argue against poor memory skills.

To amuse the reader with humorous details about long-term memory.

To inform the reader about the differences between long-term and short-term memory.



The main purpose of the
paragraph is:

To argue against poor memory skills.

To amuse the reader with humorous details about long-term memory.

To inform the reader about the differences between long-term and short-term memory.



What is the tone?

1. “Mom, please,” she said as she rolled her eyes, “I would rather do it myself.”
 - a. emotional
 - b. neutral





What is the tone?

1. “Mom, please,” she said as she rolled her eyes, “I would rather do it myself.”

a. emotional

b. neutral

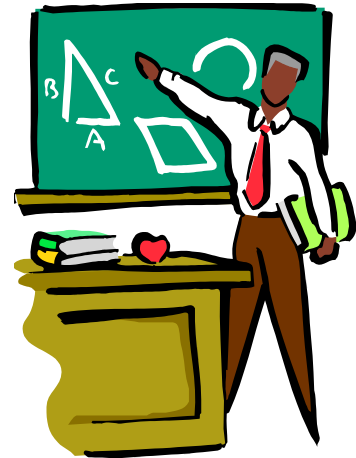


What is the tone?

2. “Mother, I would like to introduce you to my professor, Dr. Henry!”

a. formal

b. informal

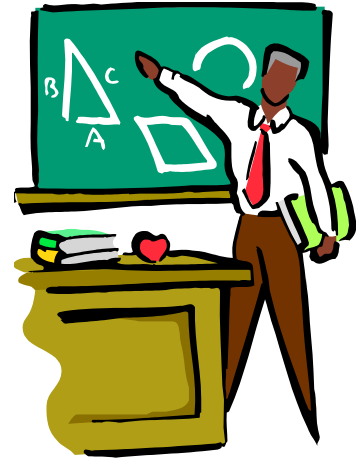


What is the tone?

2. “Mother, I would like to introduce you to my professor, Dr. Henry!”

a. formal

b. informal



What is the tone?

3. “Mom, I’m having a terrible time; could you please, please come over?”

a. instructive b. emotional





Choose the tone word:

3. “Mom, I’m having a terrible time; could you please, please come over?”

a. instructive **b. emotional**



Choose the tone word:

4. “My mother’s name is Gerta Powell, and she was born in 1933.”

a. objective

b. subjective





Choose the tone word:

4. “My mother’s name is Gerta Powell, and she was born in 1933.”

a. objective

b. subjective

