**Ways of analysing the intention of the language**

**Writers / speakers use particular language as a way to position readers / listeners to THINK or FEEL in certain ways.**

**You must not assume the reader response – you cannot write that readers ‘will’ respond in any particular way.**

**NEVER use the words ‘make, force, coerce or compel’ – speakers / writers can’t make a reader or listener do anything, they can only do the following:**

* Urging readers to …
* Attempting to inspire readers to
* Encouraging readers to
* Suggesting that
* Positioning readers to
* Inviting readers to
* Evoking (thoughts, ideas, emotions)
* Eliciting (thoughts, ideas, emotions)
* Attempting to incite feelings of
* Calling on readers to
* Creating a sense of
* Depicting ‘x’ as
* In the hope that
* Hopes to
* Intends readers to
* Emphasises that
* Highlights the idea that
* Reassures readers that
* Stressing the idea that
* Demanding that
* Accentuating that
* Promoting the idea that
* Leaves readers to consider
* Reinforces the idea that
* Reminds readers that

Others you have found in sample analyses?