Language Analysis: How and Why words

**How:**

Alludes to, infers, suggests, insinuates, presents, explores, demonstrates, crafts, claims, appeals, assures, attracts, captivates, coax, engage, incite, inspire, invites, motivates, reassures, tempts, alerts, elicits, evokes, instils

More specific How terms

Expounds, promulgates, propagates, reinforces, exemplifies, signifies, reveals, unveils

**Why:**

Urges, encourages, positions, persuades, provokes, challenges, confronts, influences, compels, leads, fosters, garners, engenders, invigorates, obfuscates, begets, ameliorates, elucidates, persuades, galvanises, evokes, guides, sways, imbues.

IB really like these terms! Eg: the author seeks to foster/ seeks to garner hope in the audience

**How** words are often used in arguing how the author demonstrates a certain point.

For example: Through the use of the image, the author suggests to the audience that eating junk food is detrimental to the body.

**Why** words are used in arguing the intended impact on the audience

For example: By doing so, the author sways the audience away into reconsidering their choices next time when approaching junk food.