

# 1

**WHAT**  
is the writer  
arguing?

# 2

**HOW**  
is the writer  
using  
persuasive  
techniques?

# 3

**WHY**  
might the  
writer have  
chosen these  
techniques for  
their target  
audience?

# WHY

When writing an analysis paragraph or response, the third step is to analyse how selected techniques affect the reader. Ask yourself questions such as: How does it sound? Which words carry specific connotations? Are there any strongly emotive words? How is the language used to persuade readers to agree?

## Word Bank for Positioning the Reader

**This**

encourages the audience to  
implies that readers should  
implies that viewers should  
inspires readers to

reflect on the idea that

reflect on the possibility of

suppose

imagine

assume

believe