AUTHOR'S INTENTIONS

BY
doing this,
using this image,
drawing this parallel,
establishing this comparison,
the writer
the film director
the journalist
the ad-man
the artist

1. wants to
suggest
prove
indicate

that...

2. makes
the reader
the viewer
the public
the buyer
the target audience

realize
believe
understand
guess
feel

that...

PURPOSE

1. The PURPOSE of this these words this sentence this paragraph this image is TO...
doing this...

This This document
This picture
This sentence
This passage
This alliteration

is MEANT TO...

SO AS TO / SO THAT

1. He uses/s
They used
this these words
this sentence
this paragraph
this image

SO AS TO / IN ORDER TO
obtain this effect.
convey the idea that...
create an atmosphere of...

2. He uses/s
They used
this these words
this sentence
this paragraph
this image

SO THAT
the reader will think that...
the viewers would realize that...