

If it's persuasive...

its purpose MAY be to----->

Persuade	
Convince	+/-
Compel	

Motivate	
Encourage	+
Inspire	

Deter	
Discourage	-
Dissuade	

its purpose WILL NEVER be to----->

- Show
- Tell
- Enlighten
- Reveal
- Remind
- Educate
- Display
- Explain
- Illuminate
- Express
- Emphasize
- Bring attention to
- Expose
- Prove
- Portray
- Raise awareness