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| Language techniques | Meaning | Example | Effect |
| Alliteration | The occurrence of the same letter or sound at the beginning of words in a sentence. | Bella Built Buildings By Boston | Draws the reader’s attention to that line. Used in poetry. |
| Assonance | The repetition of a vowel sound | It’s hot and monotonous | Draws attention to the words or creates a atmosphere |
| Half rhyme | Resemblance between sounds or syllables. | Killed, cold, culled. | Often used in poetry. The repeated sound helps link words together. |
| Rhetorical Question | A question that does not need an answer. | Would you want that for your family? | You should leave the audience thinking about it. |
| Listing | A list. | “For example, bananas, oranges, apples and lemons.” | Helps to stress the importance of something. |
| Simile | Speech involving the comparison between two things. | The man was as strong as an ox. | A simile creates an image in our mind; we then link that image to the subject. It is an effective way of describing something. |
| Metaphor | A figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable. | She is a walking dictionary. | It puts an image in our mind and allows us to picture more closely what is being described. |
| Personification | Taking an inanimate object and giving it words that make it seem alive. Giving human qualities to objects /non human creatures. | The leaves whispered in the wind. | It gives a deeper feeling as we link a non-human object to human qualities and feelings. |
| Hyperbole | Exaggerations or claims not to be taken literally. | I had to walk 5,000 miles to get home. | To exaggerate a point to get to people. |
| Onomatopoeia | A word that sounds like the sound its describing | BOOM!! | It brings the writing alive, it also makes the writing more interesting. |
| Rhyme | Correspondence of sound between words or the endings of words. It is often used in poetry. | Sam I am  likes green eggs and ham. | Rhyme is catchy and appealing, this makes it memorable.  Focuses attention on key words |
| Rhythm | The ”beat” or sing song pattern of a line | Jack and Jill  went up the hill | Put emphasis on key words or makes the meaning clearer. |
| Synonym | A word that has a similar meaning. | -Sly, deceitful  -Mediocre, median | It allows writers to add variety to their writing, it also makes the text more interesting to read. |
| Colloquial language | characteristic of or appropriate to ordinary or familiar conversation rather than formal speech or writing; informal. | Y’all are crazy. | It is casual and informal therefore making it easier for the reader to relate to. |
| Pun | A joke exploiting the different possible meanings of a word. | Obesity is a huge problem. | It can be used to capture the audience’s attention. |
| Imagery | Visually descriptive or figurative language. | He fell down like an old tree in a storm. | Creating an image is a much more effective way of describing something. |
| Repetition | The act of repeating something that has already been said or written. | No, No, No! | When something is repeated it is understood that it is important. |
| Second person pronoun | Pronouns used when addressing one of more individuals. | I need to ask you a big favour. | Second person pronoun is less personal than first person. It is often used to prompt or challenge the readers. |
| First person pronoun | Pronouns that refer to the speaker or writer or a group that includes the writer or speaker. | I laugh at the thought of going to my social dance. | First person involves the audience on a personal level. This makes us synthesize for the person if they are sad. |
| Symbol | A mark or character used in writing or an object associated with an idea. | ☺  A dove is a peace symbol | To convey their message quickly without words.  Used like a metaphor to suggest linked ideas |

IMPORTANT TERMINOLOGY