

Writing about non-human objects as though they had human characteristics gives them a kind of life that is simple to relate to, and suggests links to associated behaviour

A play on words draws attention to the word or phrase which has the double meaning. It creates a tone of thinking or cleverness because of the ambiguity.

Using the same word or phrase more than once is effective in creating emphasis, or rhythm, or creating a structure that builds to a climax.

Comparing two things by suggesting one thing is another is an effective way of engaging the reader's mind and linking their common experience to the unique world created by the writer.

Asking a question but providing the answer makes the reader think they are thinking, but the writer remains in control.

Using words whose sound matches their meaning adds another sense (hearing) to the writing, and so making the scene more real.

Using commands is effective because it makes clear what action the reader is expected to take.

Using words to make pictures is effective because the reader is able to visualise what the writer is describing. This use of the imagination creates a bond between the reader and the text.

Sound effects are memorable and catchy. The repeated sounds draw attention to the words and give them more status.

Repeated sounds at the end of words creates a simple link, and adds rhythm.

Exaggeration can be persuasive because although we can see that the claims are stretched, we believe that *some* part of the claim is true, but exactly how much is left unsaid.

Repeated vowel sounds are an effective form. The sounds link the words together like a thread, giving them more impact.

A comparison using the words "like" or "as" is effective in engaging the reader's imagination and past experience.

A phrase that has become stale and inexpressive through overuse. Effective for persuading because it is safe, familiar, and saves thinking.

the feelings or emotions that lie under words. Add to the tone, mood of a text, creating atmosphere and an extra sense.

The beat or pace of a text adds to its feeling through pace.

describing words listed one after another creates added impact by increasing the noun that follows.

a polite way of talking about something sensitive or personal eg birth, death, excrement and sex. (In the family way, passed away, powder my nose ...). Shows sensitivity.

I, we, - create a feeling of honest confession & togetherness, sharing; you - direct connection with the reader, personalises; he, she, they - distances, makes them sound like the enemy.

specialised language for a particular situation makes the text seem important, reliable, knowledgeable - maybe even trustworthy.

words that are chatty, informal, create a friendly, relaxed tone.

action words that add movement, energy and pace to a text

using shortened forms of two words joined together is informal, friendly, typical of casual talk between mates

using a common object to represent another thing or idea is effective because of the associations between the two objects or ideas; can simplify a complex idea; includes visual language which is universal

the second part of the sentence mirrors the first half with some repetition and some individual words altered or using opposites. Effective because it is rhythmical, pleasant to listen to, takes skill so suggests intelligence or reliability