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| **Language Feature** | **Definition** | **Effective Because** | **Examples** |
| **HYPERBOLE** | An exaggeration used to persuade the reader or emphasise a point. | **Emphasises** the writer’s point. | The best bakery in London!  Amazing deals |
| **RHETORICAL QUESTION** | Question which does not expect or require an answer. | **Emphasises** the writer’s point. | Who doesn’t like free stuff?  What time do you call this? |
| **RULE OF THREE** | Three words or clauses used to make a point. | **Emphasises** the writer’s point. | Faster, cheaper, longer.  If you love good music, great food and cool fashion, you’ll love the Saatchi show. |
| **IDIOMS** | A colloquial phrase which cannot be understood literally. | Makes writing more **interesting** or **entertaining.** | It’s raining cats and dogs.  He’s a diamond geezer. |
| **SIMILE** | Describes something by comparing it to something else. | Helps the reader to **imagine** what the writer is describing. | She ran like a cheetah.  He sang like a strangled cat. |
| **METAPHOR** | Describes something by saying **it is** like something else. | Helps the reader to **imagine** what the writer is describing. | New York is a concrete jungle.  He cried buckets when he watched Titanic. |
| **DIRECT ADDRESS TO READER** | When the writer writes as if he addressing the reader personally. | Helps to **persuade** the reader. | You will love our new range of smartphones. |
| **ALLITERATION** | A slogan or phrase where words start with similar letters or sounds. | Makes the information **catchy** or **easy** to remember. | **B**ob’s **b**urgers.  **C**ool, **c**lear, **c**risp. |
| **SLOGAN** | A short or memorable phrase. | Creates a **memorable** identity for a company. | A Mars a day helps you work, rest and play. (*also rule of 3*)  9 out of 10 cats prefer Whiskers. |
| **BIAS** | Opinions or statements which are not neutral, and often not supported by evidence. | Helps to **persuade** the reader | You will love our new smartphone!  The essential guide to word processors. |
| **EXAGGERATION** | Describing something as bigger or more than it is. | An example of **bias** used to **persuade** the reader. | Everyone loves the new iPhone.  The most comfortable mattress in the world. |
| **STRONG LANGUAGE** | Using powerful or emotive language. | Used to **persuade** the reader | The film was disgraceful.  I was absolutely disgusted by the decision. |
| **HUMOUR** | Writing intended to be funny. | Used to **entertain** the reader. | My hair was greasier than a plate of chips. |
| ONOMATOPOEIA | Words which sound like their meaning. | Makes the writing more **dramatic**. | Bang, crash, slap, fizz, splash |