|  |  |  |  |
| --- | --- | --- | --- |
| **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 |