

Analysis

<u>Type of Language</u>	<u>Words to describe it</u>	<u>Techniques used by writer.</u>
1. Informative writing	Factual ; Serious Authoritative ; trustworthy	Facts, Quotes Statistics.
2. Persuasive writing	convincing ; emotive ; catch ; memorable	opinions ; facts ; emotive language ; direct address ; rhetorical question ; repetition .
3. Descriptive writing	dramatic ; vivid ; lively ; emotive	imagery ; metaphor ; simile ; alliteration ; onomatopoeia ; personification ; adverbs ; adjectives .
4. Writing that shows someone's POV	personal ; emotive biased .	personal pronouns .
5. Writing to entertain .	humorous ; lively ; catchy ; intriguing ; surprising	jokes ; puns ; rhyme ; imagery ; hyperbole ; sarcasm .

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| 6. Dramatic / tense / suspenseful writing | Exciting; tense
dramatic; shocking | Short sentences;
well-chosen verbs |
| 7. Emotive writing | happy; delighted;
thrilled; miserable;
optimistic; pessimistic. | adjectives;
exaggeration (superlatives
or hyperbole)
Abstract nouns (hope,
peace, tenor) |
| 8. Advice writing | reassuring; comforting;
suggesting; encouraging;
polite. | direct address;
modals (could, would,
should) |

Key Language Techniques

allegory: a type of extended metaphor where a story becomes parallel to another event, or where abstract ideas and principles are described in terms of characters and events.

Example: the story of the tortoise and the hare; it shows the principle that the slow and steady win the race.

alliteration: The repetition of consonant sounds.

Example: the slippery snake slithered along the sand.

allusion: When one text refers to another.

analogy: comparing a situation to another in an extended manner.

assonance: the repetition of vowel sounds in words.

emotive language: language that creates emotions and strong feelings.

first person: Using 'I' or 'we'

foreshadow: when a text gives a hint of what is to come later on, normally through symbolism.

framing: a visual technique used to enclose an image or page. (camera shots (angles) or a story within a story.
Many smaller pieces of a story leading to the big picture.

Hyperbole: deliberate use of exaggeration for effect.

Irony: convey an opposite meaning of what it usually means

juxtaposition: when two things are placed side by side to emphasise their differences.

Onomatopoeia: words where the sound of the word itself imitates the sound of the ~~thing~~ it is describing

Oxymoron: two words that are next to each other that have opposite meanings.

Paradox: a sentence that contains two contrasting or opposite ideas

Personification: giving non-human things human qualities.

Rhetorical Question: intended to create thought among audience.

Satire: making fun of something (usually a serious issue) in order to criticize or make a point.

Simile: comparison using 'like' or 'as'

Symbol: the deeper meaning of an object / word / situation.

Use of Language Effects in a Text

- ① Repetition in threes / lists of points
 - Adds detail to text
 - Makes the text more persuasive by using a technique often used in speeches & adverts.
 - Makes subject seem more complex and interesting.
- ② Alliteration
 - Catches reader's interest visually and aurally
 - Makes text seem like poetry or advertising
 - Makes text more memorable.
- ③ Emotive Vocabulary
 - Makes subject more emotional
 - Provokes a response in the reader (agree / disagree / happy / unhappy)
- ④ Formal or Informal vocabulary
 - Formal: makes text feel more authoritative / powerful / convincing.
 - Informal: makes the text appeal to us, because it's speaking to us, on our level, conversational.

- ⑤ Hyperbole
- Makes the point more powerful
 - Helps us visualise the idea and remember it.
- ⑥ Metaphor/
simile
- Makes the subject more vivid.
 - Helps visualise the idea.
 - Uses a technique often used in advertising and storytelling.
- ⑦ Pun
(wordplay)
- Makes the text memorable / amusing / quirky / noticeable.
- ⑧ Addressing
the reader
directly
- Makes the reader feel involved
 - Gets the reader to empathise with the writer or someone in the text.
 - Encourages our emotional reaction.
 - Makes text more memorable.
- ⑨ Adjectives
and adverbs
- Adds detail to the text which helps visualise the description.
 - Uses the senses to make the text more vivid.
 - Paints a picture in our minds which will help us to remember the text.

- ⑩ Short/long sentences
- Creates rhythm in the text which makes it more interesting to read.
 - Short sentences give clarity and authority
 - Long sentences may make it more formal or more conversational.
 - Overall effect will be to hold our interest better.

- ⑪ Use of statements/ commands/ questions
- Adds interest to the text by not using one tone of voice.
 - Will keep us reading and help us remember the text.
 - Commands may provoke a response from us and establish a link between writer and reader.
 - Questions draw us into the text.

- ⑫ Use of dialogue
- Brings the text to life by adding human voices.
 - Grabs our interest by personalising the subject.
 - Add visual interest by being different from ordinary paragraphs.