**Match the technique with the example**

**The first one has been done for you**

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| **Bias** |  | * The sun sizzled softly in the afternoon. * Bob’s brilliant burgers. |
| **Colloquial/slang / informal language** |  | * You will love our new smartphone! * The essential guide to word processors. |
| **Direct address to the reader** |  | * All’s well that ends well. * Every cloud has a silver lining. |
| **Emotive language** |  | * D’ya wanna go Watford? * It’s cool, innit. |
| **Alliteration** |  | * You will love our new range of smartphones. * Why don’t you come in and join today? |
| **Tone / register** |  | * The film was amazing. * I was absolutely disgusted by the decision. |
| **Idiom** |  | * I am writing in response to your letter. * I look forward to hearing from you. |
| **Cliché** |  | * My hair was greasier than a plate of chips. * Better safe than sorry |
| **Hyperbole** |  | * The best bakery in London! * It’s a once-in-a-lifetime opportunity. |
| **Imperative** |  | * It’s raining cats and dogs. * He’s a diamond geezer. |
| **Formal language** |  | * Stand up straight! * Take that chewing gum out of your mouth. |
| **Metaphor** |  | * Mouse, hardware, software (ICT) * Patient, medication, care pathway (nursing) |
| **Repetition** |  | * New York is a concrete jungle. * He cried buckets when he watched Titanic. |
| **Simile** |  | * Who doesn’t like free stuff? * What time do you call this? |
| **Jargon/technical language** |  | * Give £3 per month ... for only £3 a month you can change a child’s life ... Is £3 a month too much to ask? |
| **Rhetorical question** |  | * Faster, cheaper, longer. * If you love good music, great food and cool fashion, you’ll love this show. |
| **Strapline / slogan** |  | * She ran like a cheetah. * He sang like a strangled cat. |
| **Rule of three** |  | * A Mars a day helps you work, rest and play. (also rule of 3) * 9 out of 10 cats prefer Whiskers. |
| **Humour** |  | * The man watched, an amused look on his face. * The man watched, an angry look on his face. |