**Match the technique with the example**

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

|  |  |  |
| --- | --- | --- |
| **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.
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