**Match the technique with the example**

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