**Match the technique with the explanation**

|  |  |
| --- | --- |
| **Alliteration** | Repeating the same letter or consonant sound at the beginning of adjacent or closely connected words for specific effect |
| **Bias** | Writing that favours one point of view; unbalanced argument in favour of one thing over another |
| **Cliché** | An overused, common expression |
| **Colloquial / informal language / slang** | Writing in the style of informal or familiar speech; a conversational style |
| **Direct address to the reader** | Writing in the second person narrative |
| **Emotive language** | Words that stir the readers’ emotions for specific effect, often to persuade |
| **Formal language** | Language following strict, established grammatical conventions, typically used for serious or official communication |
| **Humour** | Used to lighten the overall tone through exaggeration, irony, puns etc |
| **Hyperbole** | Exaggeration used to evoke strong feelings or create an impression which is not meant to be taken literally |
| **Idiom** | A phrase not to be taken literally; a phrase whose meaning cannot be deduced from the individual words |
| **Imperative** | A command; demanding attention or action |
| **Jargon / technical language** | The vocabulary peculiar to a particular trade, profession, or group |
| **Metaphor** | A word or phrase used to imply figurative, not literal or 'actual', resemblance |
| **Rhetorical question** | A question that doesn’t demand an answer, often used to engage the reader |
| **Repetition** | The repetition of a word or phrase to achieve a particular effect |
| **Rule of three** | A principle that suggests that things that come in threes are funnier, more satisfying, or more memorable than other numbers of things |
| **Simile** | A phrase which establishes similarity between two things to emphasise the point being made. This usually involves the words 'like' or 'as' |
| **Strapline / slogan** | Short phrase conveying the essence of a brand or organisation |
| **Tone / register** | The writer's tone or voice or atmosphere or feeling that pervades the text, such as formality, informality, sadness, gloom, celebration, joy, anxiety, dissatisfaction, regret or anger |