**Common Language Techniques / Features**

**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 over-used, 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

**Imagery** - similes, metaphors and personification; comparing something 'real' with something 'imagined'

**Imperative** – a command; demanding attention or action

**Instruction** – succinct use of the imperative to produce a step by step guide, for example

**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

**Positive language** – the choice of specific words to consciously or unconsciously influence the reader

**Rule of three** - a writing principle that suggests that things that come in threes are funnier, more satisfying, or more effective than other numbers of things, and readers are more likely to remember the information

**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