* You need to identify writing techniques used in a text.
* You need to say what effects these techniques have - why are they used?

**These are the techniques you should be able to identify:**

* **Words/Diction**: are they simple or difficult, formal or informal?
* **Sentences/Paragraphs/Syntax**: are they short or long? Are they all the same length, or do some stand out for emphasis or dramatic effect? Arrangement of ideas in the sentence.
* **Personal Pronouns**: does the text use the personal pronoun 'you' or 'we' to address the reader? Using 'we' is a technique the text could use to create a close personal relationship.
* **Persuasive Techniques**: does the writer use **rhetorical questions** (eg "Have you ever wondered what it would be like to be a billionaire?"), groups of three (eg "The good, the bad and the ugly...") or alliteration (eg "sizzling sunshine")? These can all be used to persuade the reader to feel a certain way about something.
* **Emotive Vocabulary/Imagery**: are the words colourful (eg "extraordinary, teeming, resplendent") or plain (eg "good, full of, organised")? Do they appeal to your FIVE senses? Discuss use of Figurative Language (Alliteration, Simile, Metaphor, Hyperbole…etc.)
* **Tone:** Author's attitude toward the subject, toward himself, or toward the audience.
* **Symbolism:** Look for deeper meanings
* **Facts and opinions**: does the text use lots of facts and statistics or are there more opinions? Is the text intended to inform or to persuade, review and entertain?