

Alliteration

The repeated consonant sound at the beginning on a word or within words. It is used to create mood or rhythm. It provides emphasis on the words and helps the audience to remember.

Sally sells sea shells by the sea shore.

Simile

When one thing is compared to another using words such as like or as.

It is used to create images or pictures in the mind of the reader. It can also be used to give the reader a clearer understanding of what the writer is trying to say.

Our soldiers are as brave as lions.
Her cheeks are red like a rose.

Repetition

Using the same word, phrase or chunk of text more than once.

It is often used to make sure the audience remembers the most important information. It can also be used to create a sense of tension or rhythm.

The president said, "Work,
work, and work," are the keys to success.

Metaphor

When a direct comparison is drawn between two things that which is not literally possible.

It is used to create imagery in the mind of the reader.

Our soldiers are brave lions.
Her cheeks are red roses.

Rhyme

Rhyme is the repetition of the same or similar sounds occurs in two or more words, usually at the end of lines in poems or songs.

Rhyme helps create rhythm and can make a text easier to remember.

I have the measles and the mumps;
gash, a rash and purple bumps..

Emotive Language

Words or phrases that change the feel of a sentence through evoking a particular emotional reaction from the reader.

It is used to have a greater emotional impact on their audience

Abandoned children found in filthy, flea-infested flat.

Hyperbole

To overstate something and make it seem more important or more extreme than it actually is.

It can be used to paint a more vivid picture for your audience or persuade your audience to your way of thinking.

The man was as big as a house!

Colloquial Language

Informal slang language that is not rude.
Typically it is used in everyday speech.

Colloquial language can be easily understood by the audience which can make them feel like they belong or are equal to the speaker.

Yeah - Fam - Throw Shade - Wannabe -
Gonna - Aint - Rizz - Cap - GOAT

Personification

Where an object or idea is given human characteristics or qualities. In other words, using our language, we make an object or idea do something that usually is only done by people.

It is used to create imagery and to make literature more interesting.

Justice is blind and, at times, deaf.

Rhetorical Question

When a question is asked for a reason other than to get an answer—usually to persuade.

It is used to make a point, emphasize an idea, or encourage reflection.

Can you imagine that?
Wouldn't you have done the same?

Onomatopoeia

A word that sounds like the noise it makes.

It is used to create imagery and to make literature more playful and interesting. In songs it can help create rhythm.

Bang - Crash - Drip - Roar - Clang - Clap -
Beep - Splash - Quack - Sizzle

Imagery

Using words or descriptions that create a picture in the audience's mind.

You can create imagery by describing how things look like, what they smell like, what they feel like, what they sounds like or what they feel like

I could hear the popping and crackling as mom dropped the bacon into the frying pan, and soon the salty, greasy smell wafted toward me.