Term	Definition and effect	Example
Writing style / Register		
Formal	Language that is used for more serious situations/reasons. This type of language follows standard English and does not use slang.	'The results are not believed to be accurate.'
Informal	Language that is more informal and may use slang. It could be something written to friends or someone you know well.	'I don't believe the results are accurate.'
Personal	Language that could be subjective and use personal pronouns such as 'I', 'we' or 'our' It could also use emotive language.	'I think the most important meal of the day is breakfast.'
Impersonal	Language that uses an objective tone and avoids personal language and pronouns.	'Breakfast is the most important meal of the day.'
Emotive	Language that is deliberately used to evoke emotion in the reader. Emotive language often aims to persuade the reader or listener to share the writer's point of view.	'It took a lot of blood, sweat and tears to get to where we are today.'
Descriptive	Writing that is used to describe a person, place or thing in a way that puts a picture into the reader's mind.	'The sun was still red and large: the sky above cloudless and light blue glaze poured over baking clay: but close over the ground a dirty grey haze hovered.'
Objective (unbiased)	Writing that you can verify through facts and is not influenced by personal feelings.	'The sun rises every morning.'
Subjective (biased)	Writing that is based on opinions and feelings. A one sided argument.	'When the sun rises in the morning it is the most beautiful thing ever.'
Technique		
Alliteration	The repetition of the same sounds at the start of words that are close to each other. It makes the words seem connected, sound catchy, or emphasised.	'The big, bad wolf' implies that a wolf cannot be 'big' without also being 'bad.'
Plosive Alliteration	The repetition of B and P sounds at the start of words that are close to each other. It makes the words seem aggressive, booming, possibly spat.	'blown and broken birds egg of a skull' The plosive B sounds reflect the violence of the word 'blown' throughout this quotation.
Ambiguity	When writing has an unclear meaning - usually intentional - and could be interpreted in different ways.	Alice says to the Caterpillar "'I can't explain *myself,* I'm afraid, sir,'" It is ambiguous because she cannot explain what she means, but perhaps she also cannot explain herself is the sense of who she is and what is happening to her.
Anthropomorphism	Giving human characteristics to an animal, giving the reader a better understanding of its thoughts and feelings	The eagle watched the activity intently
Assonance	Repetition of similar vowel sounds in words in close proximity to mimic a certain noise or to emphasise a point	Snug as a bug in a rug

Consonance	Repetition of similar consonant sounds in words in close proximity to mimic a certain noise or to emphasise a point	The car coughed out a cacophony of dying sounds, then ground to a halt.
Contrast	Being strikingly different to something / someone else. To differ greatly.	Still and silent she let the chaos rage around her.
Figurative	Not a literal meaning but an imaginative one.	The negotiators began building a bridge between the warring parties.
Hyperbole	Say: Hi - per - bow - lee. Exaggeration through language choices.	The room exploded with laughter.
Imagery	A pretty vague term covering a range of techniques that create visual ideas in the reader's imagination, e.g. metaphors, personification	
Aural imagery	A pretty vague term covering a range of techniques that use the sound of words to create effects, e.g. alliteration, sibilance.	Seething silently, he started to shake. Crackling under foot, the dry twigs shattered into millions of pieces.
Juxtaposition	Contrast created by placing dissimilar ideas near to each other.	'So shows a snowy dove trooping with crows'
Listing		
Asyndetic	Reciting a list of ideas / objects / feelings / adjectives and not using any connective at any point in order to strongly emphasise a point and create a sense of being overwhelmed	'It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness...'
Syndetic	Reciting a list of ideas / objects / feelings / adjectives and using a connective between the penultimate and final word in the list in order to emphasise a point	Birds flock, wheel and cry.
Polysyndetic	Reciting a list of ideas / objects / feelings / adjectives and using a connective between each and every word in the list in order to ensure each word is emphasised as fully as possible to avoid confusion. Can sound childlike, or create strong rhythm in writing.	'...they will be taught it in fire and blood and anguish.'
Metaphor	Giving the characteristics of one idea / objects / feeling to another to create an image	He was a quiet mouse.
Meter	The rhythm of a piece of poetry, determined by the number and length of feet in a line. E.g. iambic pentameter, trochaic tetrameter,	'Two households both alike in dignity…' 'But in a sieve I'll thither sail / And like a rat without a tail'
Onomatopoeia	Words that sounds like the noise they make, creating sound images	The cook banged and slammed the pots on the stove.
Pathetic Fallacy	Using the weather to reflect emotion, action or create atmosphere	As the storm clouds gathered, their greying heaviness threatened at any moment to unleash fury on the powerless figures below.
Personification	Giving human characteristics to an inanimate object / something not human in order to create an image	The trees swayed in the breeze. The leaves danced in the sunlight.
Pun	A play on words, usually exploiting ambiguous meaning.	'Why are teddy bears never hungry? Because they are always stuffed!' (Stuffed = filled with fluff, and = full of food)
Rhetoric	Language designed to have persuasive or impressive effect in speaking and/or	'...we shall fight with growing confidence and growing strength in

	writing, especially the exploitation of figures of speech to persuade or manipulate others. Can often be considered as lacking in sincerity.	the air, we shall defend our Island, whatever the cost may be…'
Sensory Language	Using the five senses to develop descriptive writing.	
Sibilance	Repetition of the soft *c* and *s* sounds in words in close proximity to mimic a certain noise or to emphasise a point	Black ice has a tendency to be slippery and catch certain people unaware.
Simile	Comparing two similar ideas / objects / feelings use the words *as* or *like* to create an image in the reader's mind	He was as quiet as a mouse.
Symbolism	The use of symbols to represent ideas.	The pig's head in 'Lord of the Flies' symbolises chaos and evil whilst the conch symbolises law and order.
Syntax	The arrangement of words and phrases to create well formed sentences in a language.	For example, when describing something, the adjectives will be structured in the following pattern: opinion, size, physical quality, shape, age, colour, origin, material, type purpose. It was made of an unusual, red, metallic material.
Parallel syntax	A grammatical device in which different sentences or parts of a sentence are arranged similarly to each other.	'Scrooge was his sole executor, his sole administrator, his sole assign, his sole residuary legatee, his sole friend and sole mourner'
Triplets	A writing principle that uses three of something to create memorable and engaging content through a simple pattern.	The Three Little Pigs; The Three Musketeers; The Three Billy Goats Gruff. The floor was filthy, dank and murky.
Zoomorphism	Giving an object or human animal characteristics.	He savagely tore into the room and snarled.
Narrative style		
First person	Feels immersive; the reader becomes close to the character.	I stand here, patiently, waiting for something to happen.
Second person	Feels unsettling, the writer is controlling you, and you are the character.	You stand there, alone, waiting for something to happen.
Third person	Gives the narrator more freedom to show the reader things that characters cannot see. Distances the reader from characters.	Standing there alone, he waits for something to happen.
Sentence forms		
Declarative	To make a statement; suggests certainty	NASA is exploring the possibility of space travel.
Exclamatory	To emphasise the heightened emotion of the statement	Space exploration is a must, earth is dying!
Imperative	To command; allows the reader to feel in a position of power	Encourage young people into STEM: space travel is the future.
Interrogative	To create a sense of uncertainty and doubt	Why would anyone want to sign up to a one way mission to Mars?
Minor	An incomplete clause to create impact on the reader	Silence. The silence is deafening.

Simple	A complete clause (includes a subject and a verb) giving clear information to the reader	The silence is deafening.
Compound	Two clauses that could stand alone joined by a connective; develops detail and information	The silence is deafening and the people are still.
Complex	A main clause and a subordinate clause joined together to develop description (the subordinate clause needs the main clause to make sense),	The silence, permeating all aspects of the room, is deafening.