**Glossary of Language Techniques**

***Verbal/written language features:***

**Alliteration:** words that start with the same sound.

**Assonance:** repetition of a vowel sound.

**Cliché:** a dull, over-used expression.

**Colloquial language:** informal, conversational language.

**Emotive language:** language that appeals to the emotions.

**Hyperbole:** deliberate exaggeration.

**Imagery:** using metaphors, similes, etc. to create “pictures”.

**Imperative:** a phrase used to give a command or order.

**Jargon:** Specialised language specific to a certain group.

**Metaphor:** a comparison that says one thing is another.

**Minor sentence:** a sentence without a completed verb.

**Neologism:** inventing a new word.

**Onomatopoeia:** a word that imitates a sound.

**Personal pronouns:** words like “we” or “you” to involve the reader.

**Personification:** giving a non-human thing human characteristics.

**Pun:** using a word or phrase that has two meanings.

**Repetition:** repeating words or phrases for an effect.

**Rhetorical question:** a question that doesn’t need an answer.

**Rhyme:** repetition of similar sounds, e.g. in poetry.

**Rhythm:** the beat of the words.

**Simile:** a comparison that says one thing is like another.

**Simple sentence:** a short sentence with a verb, makes sense on its own.

**Slang:** words or expressions used by a particular group, informal.

**Slogan:** a catchphrase to advertise a company or product.