

Use of Language



Exercises: use of language on bbc.com

Aspects to Analyse

- **Tone** (serious, humorous, joyful, light, sad, aggressive, neutral...)
- **Register** (formal, informal, personal, colloquial)
- **Diction/ choice of words**: poetic, simple, sophisticated, concise and direct vs. figurative and colorful / words with positive or negative connotation in connection with a specific viewpoint

Literary or persuasive techniques

- **rhetorical question**
- **Contrasts / juxtaposition**: two or more contrasting elements are placed side by side to highlight their differences, create irony, or emphasize a specific effect
- words with **positive or negative connotation** (used in connection with a specific viewpoint?)
- **Tricolon** (also known as Rule of Three or Triples): Three words or phrases in a row within a sentence to emphasise a positive or negative point.
- **Hyperbole**: Exaggerated statements or claims for emphasis (not meant to be taken literally).
- **Emotive language**: Words and phrases deliberately and intentionally used to make your reader feel certain emotions (e.g. sadness, worry, urgency etc.) and to gain empathy or understanding.
- **Expert quote**: A quotation taken from an expert in the topic about which you are speaking which supports the point you are making, giving it more authority.
- **Repetition**: A key word or phrase said more than once to reinforce a point. For example, 'We have seen what we need to do. Now we need to do it and do it together'.
- **Statistic**: A percentage used to demonstrate a point, giving it more authority.
- **Alliteration**: Repeating a particular sound.
- **Imagery**: Carefully selecting visually descriptive language, creating images in order to have a particular effect upon the reader.
- **Metaphors**: compares two unlike things by stating that one **is** the other, without using "like" or "as".
- **Symbols**: an object, person, situation, or action represents a deeper meaning beyond its literal one, often to convey abstract ideas, themes, or emotions (e.g. a dove standing for peace)

The author's purpose:

- To amuse, entertain, inform, persuade, advise, shock...

Effect on the reader:

- Where is your attention being directed through those techniques?