

# Categorising the Core 32 Language Techniques

## Learning Aim

Students will understand **how language techniques are grouped** and why writers choose different types for different effects.

## Why this matters

Writers do not use techniques randomly. They choose them to **persuade, create imagery, shape sound, or emphasise ideas**.

### A. Persuasive Language Techniques

These techniques directly influence opinions, attitudes or behaviour.

#### Key Idea

They work on **logic, emotions and trust**.

#### Techniques (definition + short example)

- **Rhetorical Question** – asks without expecting an answer.

*“Do we really want our streets filled with rubbish?”*

- **Emotive Language** – words that provoke feeling.

*“innocent victims, heartbreaking loss”*

- **Direct Address** – speaks to the reader (you/your).

*“You can make a difference.”*

- **Inclusive Language** – creates unity (we/our).

*“We must act together.”*

- **Imperatives** – commands.

*“Donate now.”*

- **Modality** – degrees of certainty.

*“We must act; we might succeed.”*

- **Facts and Statistics** – measurable evidence.

*“Recycling increased by 45%.”*

- **Anecdote** – short personal story.

*“When my neighbour lost his job...”*

- **Repetition** – repeating key words.

*“We need hope, we need courage, we need action.”*

- **Rule of Three** – groups of three ideas.

*“Clear, fair and affordable.”*

- **Listing** – organised sequences.

*“Cost, time, transport, safety.”*

- **Tone** – attitude of the writer.

*confident / urgent / sympathetic*

- **Analogy** – comparison to explain.

*“Fighting climate change is like fixing a leaking roof.”*

### **When writers use them**

- speeches, adverts, opinion articles, campaigns.

### **When not to overuse**

Too many persuasive devices can feel **manipulative or insincere**.

## **B. Figurative & Imagery Techniques**

These techniques create strong pictures and emotional impact.

### **Key Idea**

They appeal to the **imagination**, making writing memorable.

## Techniques

- **Simile** – like/as.  
*“The night was like a blanket.”*
- **Metaphor** – saying one thing *is* another.  
*“Time is a thief.”*
- **Personification** – human qualities to objects.  
*“The wind whispered.”*
- **Symbolism** – objects represent ideas.  
*“A dove for peace.”*
- **Hyperbole** – deliberate exaggeration.  
*“I’ve told you a million times.”*
- **Irony** – meaning the opposite of what is said.  
*“Great weather!” (in heavy rain)*
- **Euphemism** – softer wording.  
*“Passed away” instead of “died”.*

### Where are they commonly used:

Narratives, speeches, opinion pieces — anywhere writers want a deeper emotional connection.

### Caution

Avoid imagery that confuses or distracts from the main message.

## C. Sound & Structural Techniques

These techniques make language **rhythmic, memorable and musical**.

### Key Idea

They help ideas **stick in the reader’s mind**.

## Techniques

- **Alliteration** – same starting sound.  
*“Safe, sensible solutions.”*
- **Assonance** – repeated vowel sounds.  
*“Slow, low road.”*
- **Consonance** – repeated consonant sounds.  
*“The stroke of luck.”*
- **Onomatopoeia** – sound-imitating words.  
*“buzz, crash, whisper”*
- **Parallelism** – repeated grammatical structure.  
*“to learn, to grow, to succeed”*

## Best used in

Slogans, speeches, poetry, and advertising.

## Risk

Too much patterning can sound **forced or artificial**.

## D. Contrast, Comparison & Emphasis Techniques

These techniques highlight differences and relationships to sharpen meaning.

## Techniques

- **Juxtaposition** – placing opposites side by side.  
*“Luxury hotels beside extreme poverty.”*
- **Contrast** – showing difference clearly.  
*“Some are silent; others shout loudly.”*
- **Metonymy** – one related word stands for another.

*“The White House announced...”*

- **Colloquial Language** – everyday informal speech.

*“It was a bit of a mess.”*

### **Why writers use them**

To challenge thinking, reveal tension, or emphasise key ideas.

### **When to avoid**

- in formal essays (overusing slang)
- when clarity is more important than effect

## MCQs — Identifying the Correct Category

### 1. “Do we really want our rivers polluted for another decade?”

This technique belongs to which category?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

### 2. “The city slept under a blanket of fog.”

This example belongs to which category?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

### 3. “Safe, sensible solutions can save lives.”

Which category is used here?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

### 4. “Luxury apartments were built beside crowded slums.”

This belongs to which category?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

### 5. “We must take action before it is too late.”

Which category does this example fit?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

**6. “The wind whispered through the trees.”**

Which category is shown here?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

**7. “buzz, crash, hiss”**

These words belong to which category?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

**8. “Some people remained silent while others protested loudly.”**

Which category best describes this technique?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

**9. “You can help change this situation today.”**

This technique belongs to which category?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques

**10. “I’ve told you a million times not to leave the door open.”**

Which category is used here?

- a. Persuasive language techniques
- b. Figurative & imagery techniques
- c. Sound & structural techniques
- d. Contrast, comparison & emphasis techniques