

Features of written language

Sound - help us hear what is happening

Feature	Definition	Example	Effect
Alliteration	Repeated consonant sounds, usually at beginning of a word or stressed syllable	Silky. Sly and slippery she descended the stairs	Bdg: heavy, thudding, dull Ptk: sudden, sharp, popping, tapping s z sh ch: hissing watery sounds lrw: soft, flowing sounds More vivid interesting sound effects. Create atmosphere / mood. Draw attention to line or image, to create atmosphere. To slow down or speed up reading
Assonance	Repeated vowel sounds exactly or similar Listen rather than look at letters	Smooth groove	Musical sound, can highlight imagery
Onomatopoeia	Sound of the word resembles the meaning of the word	buzz, rustle, pop, gurgle	Vividness to writing by using sound effects, experience what is happening, recalling sound
Rhyme	Repetition of similar sounds, usually at the end of lines		Gives rhythm and flow, sounds good, can hold lines of poetry together in order to link ideas and images

Figurative Language - helps us see what is happening

Feature	Definition	Example	Effect
Figurative language	Non-literal or imaginative meaning of word rather than actual meaning	I was bored stiff	Helps us see what is happening
Metaphor	Comparison made directly without 'like' or 'as' between two things not usually associated	'The clouds were partners dancing the tango across the sky' this is also personification	To create detailed image in reader's mind
Personification	Kind of a metaphor in which a non-human object / idea is given human characteristics	'The branches waved their greeting in the breeze'	To create detailed image in reader's mind
Simile	Comparison between two things not usually thought to have something in common using words 'like' or 'as'	'The sun hangs like a plump, juicy apricot ready for picking'	To create mood / atmosphere and image in reader's mind

FOR PROFESSIONAL TUITION IN: MATHS - READING - SPELLING - ENGLISH

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Features of oral language

Feature	Definition	Example	Effect
Allusion	Reference to a famous quotation eg from literature, the Bible etc	"Wherefore art thou"	Linking to known story drawing on associations with that story
Antithesis	Opposing ideas through use of parallel grammatical construction	"Many are called but few are chosen"	Could be in form of specific actions / behaviour. To illustrate opposing ideas
Parallelism	The use of similar statements in structurally similar way	"The bigger they are, the harder they fall"	Illustrate ideas
Pause	Suspension in flow of sentence or at end of sentence		Allows audience to consider what has been said
Purpose	What the presentation is for		To entertain, inform, persuade, welcome, thank, acknowledge, introduce, campaign
Repetition	Repeats whole word or phrase or line		Increases effect, emphasis, creates rhythm, builds suspense or tension
Slang	Informal, casual language, often unacceptable. Restricted to a particular group of users		

Ideas

Feature	Definition	Example	Effect
Allusion	Refer to something known by audience- can refer to an entire story		Creates association without having to give all the details
Stereotype	Fixed or over-simplified idea of a person	All farmers wear moleskins and shirts with collars standing up	
Tone	Author's attitude towards the subject written or spoken about	Negative, critical, positive, delighted, persuasive etc.	

Language

Feature	Definition	Example	Effect
Ambiguity	Two possible meanings are conveyed that are both correct	Criminal looks forward to next 20 years of life	Intended to be humorous
Archaism	A word, spelling, construction that is old fashioned	Methinks, thee, thou	
Cliché	Over-used expression; and phrase not fresh and original	'At the end of the day' 'grass is greener' 'let sleeping dogs lie'	To sound like real conversation (colloquial language)
Emotive language	Words which have emotional association, stirring up emotions within the audience	'Plenty of space in your future family home. Soundproof playroom, large swimming pool, and expansive lawns. The kids will love it'	
Euphemism	A mild and indirect word that is used to replace a harsh or embarrassing word	'Home help' instead of 'cleaner'	To avoid mention of things that make society afraid / embarrassed. Political correctness. To give dignity/ importance to something
Colloquial language	Relaxed and informal language. Common conversation		To sound authentic. Suggesting inclusiveness, part of the group
Connotation	Suggestion / association	Approval / disapproval Negative / positive	Can be sexual, racial, cultural, political. What is suggested by the word? What emotions aroused?

Hyperbole	Exaggeration	'I love you in a 1000 ways'	Emphasis
Imperative	A command or order	'Stand up' 'sit down'	Create certain tone
Irony	Saying the opposite to what you mean		Highlight point. Emphasis
Jargon	Specialised language used in an occupation or interest group	Megabyte, hard drive, ram etc by computer buffs	To exclude outsiders. Quick communication
Neologism	Making up new words often by joining words together	'schweppervesence'	Emphasising qualities of words used
Oxymoron	Two words side by side that appear to contradict each other	A sad optimist	Highlight point. Emphasis
Paradox	Seemingly self-contradictory statement or expression	'I am not what I am'	
Pronoun use	<p>Singular Plural</p> <p>1st person I me my we us our</p> <p>2nd person you you/your</p> <p>3rd person he she it they their</p>	<p>1st person singular: personal opinion / experience, emphasis of writers point of view.</p> <p>Plural: including writer and reader in same group</p> <p>2nd person: direct appeal to reader, inclusive</p>	<p>3rd person: more impersonal, different group to reader / writer.</p> <p>3rd person (eye of god) used in creative writing to show thoughts and feeling of different characters.</p>
Pun	Play on words to create humour. Double meaning	'Cutting edge' name of hairdressers	Humour: usually but can make a serious point
Repetition	Repeats whole word or phrase or line to increase effect, part of which is based on the sound meaning	Tomorrow, and tomorrow, and tomorrow, creeps in this pretty pace from day to day.	To link ideas, emphasis
Rhetorical question	Question asked for effect, not expecting an answer	'Do you think I came down in the last shower?'	Get attention, get audience thinking
Sarcasm	Criticising/ making fun in an unpleasantly humorous way		
Slang	Vocab used by a particular group and is often not considered acceptable language. Not as widely understood as colloquial language, change quickly, fashion/ trends	'You're the bomb' 'speak to the hand' 'it rocks'	To sound authentic
Slogan	Distinctive and easily remembered phrase	Nike - just do it	To stick in peoples minds

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