You will need to use **subject terminology** when you analyse any text. This is only a tool for analysing the effect of language, not an end in itself. Try using an adjective & adverb combination with them: “The writer’s *grimly ironic pun* has the effect of…”

* **Inference & Implication**

The writer may **imply** that there is an **implicit** interpretation of their words, asking the reader to read between the lines; the reader **infers** what this **connotes**,what the **connotations** of this are.

* **Diction** (use the terms **nouns, verbs, adjectives and adverbs** if you know them)

This is simply the writer’s choice of words, often with **emotive** **connotations,** which affect the **tone** of the text. This often includes **imagery**: **a.** **Similes**, **b.** **metaphors and c. symbols**

e.g. I adore the exhilarating challenge of exams...

a. My English teacher acts *like a monster*...

b. My Geography teacher *is a saint*...

c. Red roses symbolise passion and romance,

* **Anecdote / analogy**

This is a short story or reference to give a concrete example of an idea so that the reader can understand more clearly.

e.g. I remember a situation like this when I was on holiday...

It is like the tale of the boy who cried wolf...

* **Rhetorical questions**

Questions force the reader to engage with them; rhetorical questions are usually phrased in such a way that we are guided to the answer.

e.g. Are we going to stand by and let this happen?

Can anyone really object to this?

* **Repetition**

This is very clearly designed to emphasise a point, to make it emphatically and put a great deal of emphasis on it.

e.g. Repetition, repetition, repetition: that is the key.

* **Anaphora**

The repetition of a word or phrase at the start of a sentence or clause

e.g. **We shall** fight on the beaches, **we shall** fight on the landing grounds, **we shall** fight in the fields and in the streets, **we shall** fight in the hills. **We shall** never surrender. — Winston Churchill

* **Triplets or Tricolon**

Sometimes this is called ‘the rule of three’. Making three points or giving three examples is a psychologically satisfying, effective **rhetorical technique** (way of arguing).

e.g. You must be positive, powerful and pushy.

* **Hyperbole**

This is a Greek word meaning exaggeration for emphasis.

e.g. We all know a million reasons for...

I literally died of embarrassment... (Can you see the problem with this one?)

* **Litotes**

A term for deliberate understatement.

e.g. Lionel Messi isn’t the worst footballer in the world.

* **Onomatopoeia, Alliteration & Assonance**

These are sound effects that make language have more impact.

e.g. The celebratory *whoops* of victory will echo...

We brave the bloody battle ahead...

There is a fine line between...

* **Colloquial language**

This is a *posh* word for slang that can make the reader feel closer to the writer: a bit like having a *chat* to a *mate* on facebook (*LOL ☺* )*.*

e.g. “Dodgy thing ‘abroad’: iffy food, funny toilets and Plod with guns.” — Arthur Daley on the dangers of foreign travel.

* **Humour and Irony**

Comical remarks can also engage the reader. Humour often involves irony, which can be tricky to spot.

e.g. “Giving up smoking is easy – I’ve done it hundreds of times.” — Mark Twain

“It is a truth universally acknowledged that a single man in possession of a good fortune must be in want of a wife.” — Jane Austen *‘Pride and Prejudice’*

* **Pun**

A play on words, *usually* for humorous effect.

e.g. The male telephone gave the female telephone a **ring**: they got **engaged**.

“Ay, madam, it is common.” Hamlet making a point about his mother being like most other people *and* undignified

* **Foreshadowing / to foreshadow**

This is language which signals that something is likely to happen, or which is seen retrospectively to do so.

* **Dramatic irony**

Similar to **foreshadowing** but it is irony that is inherent in *speeches* or a *situation* of a *play* and is understood by the audience but not grasped by the characters themselves.

* **Motif**

This is the term used to describe a distinctive **theme** recurring throughout a text.

* **Satire & Parody**

A **satirical** text ridicules foolishness or evil. A **parody** is an exaggerated imitation of a style for comic effect.

* **Oxymoron**

A figure of speech that juxtaposes elements which appear to be contradictory. **Oxymoron** is often crafted to reveal a **paradox**.

e.g. It was an open secret that the company had used a paid volunteer.

* **Pathetic fallacy & Personification**

Pathetic fallacy is a kind of personification that gives human emotions to inanimate objects; for example, incorporating weather features to reflect a mood. Personification, is a broader term giving human attributes to abstract ideas, animate objects or inanimate objects.

e.g. “The sombre clouds darkened our mood.” **Pathetic fallacy**

“The trees seemed to wave goodbye as she left.” **Personification**

* **Zeugma**

The use of a verb to govern two or more objects in a sentence.

e.g. “He hastened to put out the cat, the wine, his cigar and the lamps…” — Flanders and Swann *‘Have Some Madeira M’dear’*

* **Synecdoche & Metonymy** – only for the brave!

Calling a car “wheels” is synecdoche, where a part of a car stands for the whole car.

With metonymy, the word replacing a thing is closely linked to it but is not necessarily a part of it; for example, “The throne of Denmark” is used in *Hamlet* to replace the word “king and queen”.

* **First person singular or plural personal pronouns**

These can make the writer seem more human, like one of us; we are more inclined to accept their opinion.

e.g. I, me, my, mine /we, us, our, ours

* **Imperative verbs**

The issuing of commands or instructions.

e.g. None of us should believe what the opposition say...

Think of the poor children...

* **Opinion presented as fact**

This is quite hard to spot but there may be some pointers, such as below.

e.g. It is a *well-known fact that* all dog owners are anti-social.

*We all feel that* blond-haired people are more attractive.

*“Everybody I meet* tells me how great my ideas are.” – Donald Trump

* **Reference to authority**

The reader is more ready to accept an opinion if it comes from somebody famous or who is an expert. It may also be statistics or surveys.

e.g. The Bible tells us that…

The RSPCA approve of this method...

In a recent survey, 97% of the UK population…