

Writing Techniques: Descriptive Language

Technique	Examples
Adjectives – writers try to choose effective adjectives to increase the reader’s understanding of the people, places and things in their text.	The sinister and menacing woman stared at the terrified and panic-stricken young boy.
Adverbs – writers carefully select effective adverbs to improve their description.	He enthusiastically jumped out of his seat and quickly dashed over to her. He passionately held her in his arms and kissed her tenderly .
Simile - a descriptive technique that compares one thing with another, usually using 'as' or 'like'.	The trees stood as tall as towers.
Metaphor - a descriptive technique that names a person, thing or action as something else.	The circus was a magnet for the children.
Hyperbole - a use of obvious exaggeration for rhetorical effect.	The sun scorched through the day.
Personification - a metaphor attributing human feelings to an object.	The sun smiled at the hills, ready to begin a new day.
Pathetic fallacy - a type of personification where emotions are given to a setting, an object or the weather.	The clouds crowded together suspiciously overhead as the sky darkened .
Onomatopoeia - words that sound a little like they mean.	The autumn leaves and twigs cracked and crunched underfoot.
Oxymoron - a phrase combining two or more contradictory terms.	There was a deafening silence
Emotive language - language intended to create an emotional response.	A heart-breaking aroma of death filled the air as he surveyed the devastation and destruction that had befallen them all.

Writing Techniques: Persuasive Language

Technique	Examples
Flattery - complimenting your audience.	A person of your intelligence deserves much better than this.
Opinion - a personal viewpoint often presented as if fact.	In my view , this is the best thing to have ever happened.
Hyperbole - exaggerated language used for effect.	It is simply out of this world – stunning!
Personal pronouns - 'I', 'you' and 'we'.	You are the key to this entire idea succeeding - we will be with you all the way. I can't thank you enough!
Imperative command - instructional language.	Get on board and join us!
Triples - three points to support an argument.	Safer streets means comfort, reassurance and peace of mind for you, your family and your friends .
Emotive language - vocabulary to make the audience/reader feel a particular emotion.	There are thousands of animals at the mercy of our selfishness and disregard for kindness.
Statistics and figures - factual data used in a persuasive way.	80% of people agreed that this would change their community for the better.
Rhetorical question - a question which implies its own answer.	Who doesn't want success?

Writing Techniques: Informative Language

Informative language

When writing unbiased texts like reports of factual information, it is important to use a specific style of language that means that the information is clear and precise to your reader.

Be factual

When writing to inform should avoid biased information wherever possible. This is to make sure that you are not manipulating the reader's ideas or viewpoint in any way. You are simply providing them with the information to form their own viewpoint.

Be specific

Informative writing provides readers with key information linked to the topic, location, time period, process and possible reasons why. A simple way to remember this is:

What, where, when, how and why

This helps the reader to understand the information and ensures that you are being precise. It makes sure that you prioritise the content of the text for the reader. Start with what they need to know, then what they want or would like to know. It is essential to include relevant information.

Clear, polite imperative language

The language that you choose to use when writing to inform should be precise, and where required, imperative. This is language that instructs the reader and is often used in recipes, directions and other texts used to inform.

Example

In the example below look at how the writer used the key aspects of informative writing.

Zoo opening times and directions

The zoo is open all year round, with the exception of Christmas Day and New Year's Day.

Summer and winter hours vary - see our website for further details or ring the booking office on 0123 456 789 who will provide the information to you for your visit.

We are located in the South of Leicestershire, and the zoo site is clearly signposted from junction 21 of the M1. Once you leave the motorway, follow the signs to just outside

Hawthorn until you arrive at your destination. Please take care to drive in the centre of the entrance driveway; the safari animals do wander freely in this area.

The writing informs the reader of key information that they require to visit the zoo. The location and times with any changes are outlined in the text. The writer directs readers to the telephone number to assist with further questions that they may have. Note the use of imperative language within the directions; 'follow the signs' and 'drive in the centre' outline the expectations of the zoo from the reader, but in a polite way by using 'please.'

Key things to remember

- Consider how the language needs to help you to achieve the purpose of your writing.
- Be ambitious with the vocabulary that you choose to use when including literary techniques within your work.
- Make sure that the technique fits with the mood of the piece of writing - ensure that the language you choose helps you to fit the genre of the text.