

Techniques and their effects

Technique	Effect
Use of Adjective and Adverb	Distinctly describes the subject/ style to the reader
Alliteration	Adds a rhythmic effect , makes it memorable for reader, grabs reader's attention
Contrast/ Juxtaposition	To signify difference ; give a new perspective
Description	Strikingly paints a vivid image of the subject
Dialogue (between two or more people)	Makes text dynamic, lively
Direct Address (you)	Makes text engaging
Specific Time	Give real time experience
Mentioning time throughout the text	Gives the reader a feel of progression of time, a ticking clock scenario
Direct speech (just a quotation)	Makes reader familiar with character and their attributes
Series of actions	Makes text adventurous, sets the pace
Emotive Language	Arises emotions in the reader
Flashback	Makes them familiar with past and hence more connected to the text/ character
First person	Gives a front row seat to reader ; allows the reader to follow along; makes the reader feel like as if they are the one doing everything; makes text immersive
Third Person	Lets the reader experience one's thoughts, feeling emotions from a wider perspective
Colloquial/ Informal Language	Makes text friendly; engaging; builds a relation amidst the reader and writer
Formal Language	Shows respect to reader; makes topic sound serious
Hyperbole	Exaggerating to give reader a new perspective, to stress at the subject; makes text dramatic

Technique	Effect
Connectives	Adds coherence (smooth progression) to text
Bullet Points	Makes content stand out ; makes reading important things convenient for reader
Repetition	To emphasize; ensure they are memorable
Rule of three	To emphasize; ensure they are memorable
Use of Connotations of one word	To make the subject synonymous to another subject; shows deeper meaning of the content; helps set an environment; helps understand something better
Simile/ Analogy	Gives new perspective; spices up scenarios
Metaphor	Gives more literal significance, a deeper understanding, new perspective
Personification	Makes the text more lively, vivid; sympathize with inanimate beings
Onomatopoeia	Gives user a vibrant idea of what sound is heard
Anecdote	Engages reader emotionally , makes them attached to text, shares a sense of empathy
Rhetorical Question	Throws reader into a state of deep thinking; triggers an analysis from the reader
Superlative	Spotlights hierarchy of something
Parenthetical Jokes, Irony, Jokey asides, Puns	Makes text engaging, builds relation with reader
Punctuation	<u>Brackets, Dashes, Semi-colons</u> : Add additional information <u>Colons</u> : Introduce a list, connect two sentences with similar ideas <u>Hyphens</u> : Create combined words, which generally appeal more to user
Statistics	Backs writer's argument, presents an exact, accurate picture
Pathetic Fallacy → Referring to natural world to correlate character's thoughts	Reflects the character's inner notion; shows feelings to a deeper extent
Euphemism → An alternative word used to reduce any potential negativity	Ensures text remains optimistic and isn't steered towards negativity

Technique	Effect
Foreshadowing	Gets readers excited
Twists	Keeps readers on the edges of their seats
Red Herring → Diverts attention from a significant subject to something less important, to mislead, riddle, provide a false clue to the reader	Keeps readers enthralled in suspense about what happens next
Dramatic Irony → When author gives a clue to readers but not the protagonist of story	Keeps readers interested in wanting to know how the protagonist figures stuff out
Allegory → to explain a difficult scenario in an easy manner by aid of simple things	Helps reader understand critical topics; hunt for the esoteric meaning
Allusion → An indirect reference to something	Puts reader in a state of analysis, where they try and find what the author is trying to refer to; find the enigmatic meaning
Epiphany → a moment of sudden realization by character	Diverts story instantly, and puts reader in an awe
Paradox → An apparent contradiction, which has secrets behind it	Grabs reader's attention, keeps them interested
Oxymoron	Explains something more vividly, in a comical way