

## Glossary

headline	The statement at the <u>top</u> of a text (e.g. a newspaper article), usually in a <u>large font</u> , used to attract readers' interest by giving an impression of what it's about.
imagery	Language that creates a <u>picture in your mind</u> , bringing the text to life.
implication	When a writer gives an <u>impression</u> that something is the case <u>without</u> saying it outright. E.g. "Last time I left Steve in charge, the house nearly burnt down" — this <u>implies</u> that Steve can't be trusted, without saying it directly.
inconsistency	When one bit of a text <u>contradicts</u> (disagrees with) another bit, so that the argument doesn't really add up. It's a sign of weakness in an argument.
irony	Saying one thing but <u>meaning the opposite</u> . E.g. "What a great idea of mine to go for a nice long walk on the rainiest day of the year."
language	The <u>choice of words</u> used. The language determines the effect the piece of writing will have on the reader, e.g. it can be emotive or persuasive.
layout	The way a piece of writing is visually <u>presented</u> to the reader. E.g. what kind of <u>font</u> is used, whether there are subheadings, the use of photographs, whether text columns are used, and anything else that affects the way a text looks.
media	Any way of <u>communicating</u> with <u>large numbers</u> of people, e.g. newspapers, TV, radio, films, websites, magazines.
metaphor	A way of describing something by saying that it <u>is something else</u> , to create a vivid image. E.g. "His eyes were deep, black, oily pools."
narrative	A part of a text that tells a <u>story</u> or describes an <u>experience</u> .
non-fiction	Writing about the <u>real world</u> , rather than making up a story.
onomatopoeia	A word that <u>sounds like</u> what it's supposed to mean. E.g. "buzz", "crunch", "bang", "pop", "ding".
personification	A special kind of description where you write about something as if it's a <u>person</u> or animal with thoughts or feelings. E.g. "The sea growled hungrily."
pun	A "play on words" — a word or phrase that's deliberately used because it has <u>more than one meaning</u> . E.g. "She lies on the couch at the psychiatrist's", where "lies" could mean "lies down" or "tells lies".
purpose	The <u>reason</u> someone writes a text. E.g. to persuade, to argue, to advise.
rhetoric	<u>Language</u> techniques that are designed to achieve a specific <u>effect</u> , e.g. repetition or <u>exaggeration</u> to make a speech more persuasive.
rhetorical question	A question which <u>doesn't need an answer</u> . E.g. "Are we really expected to put up with this government's lies?"

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sarcasm	Saying something in a cutting, <u>nasty</u> way, often using <u>irony</u> . E.g. "Well done Kerry, another failed exam, you really are a bright spark."
satire	A text that makes fun out of someone, or something, in an attempt to <u>damage their reputation</u> . It's often done by imitating someone and exaggerating their flaws.
simile	A way of describing something by <u>comparing</u> it to something else, usually by using the words "like" or "as". E.g. "He was as pale as the moon," or "Her hair was like a bird's nest."
slang	Words or phrases that sound <u>informal</u> or <u>conversational</u> , e.g. "bloke", "telly", "stop going on about it".
stereotype	An inaccurate, <u>generalised</u> view of a particular <u>group of people</u> . E.g. a stereotype of football fans might be that they're all hooligans.
strapline	A short statement <u>under the headline</u> that gives <u>more information</u> about what the following article is about. The text is smaller than the main headline.
structure	The <u>order</u> and <u>arrangement</u> of a piece of writing. E.g. how the text begins, develops and ends, whether it uses subheadings or not, etc.
style	The <u>way</u> a text is <u>written</u> , e.g. the type of language and techniques used.
subheading	A word or phrase that <u>stands out</u> from the text and <u>divides</u> the text into chunks. It gives an idea of what the <u>next section</u> of text is about.
syllable	A single <u>unit of sound</u> within a word. E.g. "all" has one syllable, "always" has two and "establishmentarianism" has nine.
tabloid	A newspaper with <u>short</u> , almost square pages, e.g. The Sun or The Mirror, often thought of as less serious than broadsheets.
text	Any piece of <u>writing</u> , e.g. an article, a speech, a leaflet.
text formatting	Ways of making bits of text <u>stand out</u> , e.g. <b>bold</b> , <i>italic</i> , <u>underlining</u> , CAPITALS.
theme	An <u>idea</u> or <u>topic</u> that's important in a piece of writing. E.g. a newspaper article could be based on the theme of third world debt.
tone	The <u>mood</u> of a piece of writing, e.g. happy, sad, serious, lighthearted. It's an overall effect, created by things like choice of words, imagery and layout.
vocabulary	The range of <u>words</u> used by a writer or in a specific text.
voice	The <u>personality</u> of the writer of a text. It can be fairly neutral, as in some broadsheet newspaper articles, or very opinionated, like in a tabloid editorial.
vowels	Simple — the letters 'a', 'e', 'i', 'o' and 'u' (and sometimes 'y', e.g. in "happy").



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- alliteration** Where the same sound is repeated at the beginning of words in a phrase. It's often used to make a phrase stand out. E.g. "the bold, brash beat of the band".
- analogy** A comparison to show how two things are similar. E.g. "The writer draws an analogy between watching cricket and watching paint dry."
- assonance** When words share the same vowel sound, but the consonants are different. E.g. "Lisa had a piece of cheese before she went to sleep, to help her dream."
- audience** The people who an author wants to read their writing.
- bias** Giving more support to one point of view than to another, due to the writer's own opinions affecting the way they write.
- broadsheet** A newspaper with big, long pages, e.g. The Telegraph or The Sunday Times. They're often considered to be more serious and respectable than tabloid newspapers.
- byline** A line of text under the headline telling you who's written the article.
- caption** A line of text under a photograph or picture, telling you what it shows.
- colloquialism** An informal word or phrase that sounds like something said in a conversation. E.g. "Don't keep wittering on about it."
- consonants** All the letters in the alphabet that aren't vowels.
- context** The background to something, or the situation surrounding it, which affects the way it is written and understood. E.g. "The article was written in the context of the war that was going on."
- contrast** When two things are described in a way which emphasises how different they are. E.g. a writer might contrast two different places, or two different attitudes.
- counter-argument** A way of arguing a point by first giving the opposite point of view, then disagreeing with it.
- emotive language** Language that has an emotional effect on the reader, e.g. making them feel angry.
- empathy** When someone feels like they understand what someone else is experiencing and how they feel about it.
- exaggeration** Describing something as bigger than it really is. E.g. "A million miles from home".
- first person** A personal style of writing, using words like "I", "me", "mine", "we", "us", "our" etc.
- font** The style and size of type used.
- generalisation** A statement that gives an overall impression, sometimes a misleading one, without going into details. E.g. "Children today eat too much junk food."