

Technique	Definition	Effect
enjambment	the continuation of a sentence or phrase from one line of poetry to the next	<ul style="list-style-type: none"> • Can create a sense of flow and fluidity for whatever reason – perhaps a sense of natural progression or a sense of reflection. • Enjambment can also create pauses which modulate the pace. The pace can affect the mood and atmosphere <p>Ask yourself: where are the breaks?</p> <ul style="list-style-type: none"> - is a particular word emphasised because of the broken line - do the breaks force you to pause and slow down - do the breaks seem erratic and tense?
assonance	repetition of vowel sounds	<ul style="list-style-type: none"> • Repetition of long sounds slows down pace • Repetition of short sounds quicken the pace • Unites words and ideas together
consonance	repetition of consonant sounds	<ul style="list-style-type: none"> • Repetition of soft sounds creates a soft atmosphere • Repetition of sharp sounds creates a crisp and sharp atmosphere
sibilance	“s” sounds placed close to each other	<ul style="list-style-type: none"> • Can mimic the subject being described. • Always has an acute impact on the mood and atmosphere of a text. • Soft and slippery • Or insidious and sneaky because snake

plosive	“p”, “b” sounds placed close to each other	<ul style="list-style-type: none"> • Can mimic the subject being described. • Always has an acute impact on the mood and atmosphere of a text. • Powerful sound that sounds violent or strong
fricative	“f”, “v” sounds placed close to each other	<ul style="list-style-type: none"> • Can mimic the subject being described. • Always has an acute impact on the mood and atmosphere of a text. • Sensuality • Freedom • A bit ghostly in the right place

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free verse	when there is no formal metre nor rhyme in a poem	<ul style="list-style-type: none"> • Breaks free from traditional verse as a symbol of rejecting traditional thought. • Unadorned and deeply personal • Constructs an unrestrained poet, so they can speak unrestrained about social issues • Uses other sound techniques and enjambment to establish unique and new rhythms.

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first person narration	narrator is a character in the story.	<ul style="list-style-type: none"> • A close examination into the human psyche • Perfect opportunity to construct an unreliable narrator • Great for raw emotions and unique experiences
second person narration	narrator is speaking to the audience directly	<ul style="list-style-type: none"> • Freezes your audience into listening • Involves the audience in the story • Reflects emotions and puts them onto your audience
limited third person narration	narrator is focused on telling the story from one character's perspective , using "they/them" pronouns.	<ul style="list-style-type: none"> • Positions you with the biases of the character you are following • excellent for commenting on social milieus without being too bogged down by the main character's psychology
omniscient third person narration	narrator is focused on telling the story from an objective viewpoint and all characters are treated equally.	<ul style="list-style-type: none"> • Popular for authorial intrusion • Seemingly objective assessment of morality • Excellent for stories with morals e.g., fables • Can be used for apathy

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collective pronouns	"we", "us"	<ul style="list-style-type: none"> • Creates togetherness • Unifies the audience
contrasting pronouns	"he" vs "she" "us" vs "them"	<ul style="list-style-type: none"> • Creates a divide between two groups of people • Analyse this with other techniques e.g., repetition

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tropes	established narratives, “cliches”	<ul style="list-style-type: none"> To align with or subvert established social perceptions and social norms.
caricature	when one trait of a character is exaggerated for satire	<ul style="list-style-type: none"> To criticise the trait being exaggerated To criticise the social construct itself and to challenge social perceptions and expectations from certain groups of people. For example, a knight who is characterised to be way too chivalrous – to the point of annoying – criticises elements of blind honour. Read Don Quixote (not an effect but it’s a great book)

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flashforward	when the linear story is disrupted by a temporal leap into the future	<ul style="list-style-type: none"> Creates a sense of hope Creates a sense of closure Foreshadowing or a “premonition”, can create dramatic irony
flashback	when the linear story is disrupted by a temporal leap into the past	<ul style="list-style-type: none"> To add more depth to a character To explain the events leading to current events To demonstrate a “tradition” or “time-transcendence” to the events, or to imply that an issue has been going on for a long time.

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salience	the most prominent part of an image – the most eye-catching element	<ul style="list-style-type: none"> The most prominent visual element will contain the most significant symbolism – this forms the core theme of the image.
vector lines	lines, real or imagined, that guide the eye across a visual piece	<ul style="list-style-type: none"> Helps guide the audience understand the order to interpret the image Can create a sense of length – horizontal vectors make things seem wider, vertical vectors make things seem taller.

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direct gaze	when the subject of an image looks directly at the viewer	<ul style="list-style-type: none"> Confronting and demanding, calls for attention Similar to “second person narration” and draws the audience into the image.
indirect gaze	when the subject of an image does not look directly at the viewer	<ul style="list-style-type: none"> Can create an imagined vector line which leads the viewer to the point of interest in the image. Whatever is at the end of the vector is significant. to create a sense of reservation in the subject to create a sense of “peeping” or “surveillance” because the subject is unaware of the viewer

Technique	Definition	Effect
low angle shot	when the camera angle looks up at something.	<ul style="list-style-type: none"> Establishes power for the subject of the shot or a sense of being overwhelmed for the audience
high angle shot	when the camera looks down at something	<ul style="list-style-type: none"> establishes a sense of weakness or compliance for the subject of the shot or a sense of power for the audience

Technique	Definition	Effect
anecdote	when the camera angle looks up at something.	<ul style="list-style-type: none"> Establishes power for the subject of the shot or a sense of being overwhelmed for the audience
analogy	when the camera looks down at something	<ul style="list-style-type: none"> establishes a sense of weakness or compliance for the subject of the shot or a sense of power for the audience

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appeal to pathos	appealing to the emotions of the audience	<ul style="list-style-type: none"> connects with the audience on an emotional level to help align them with your cause. Usually, it is done with a mix of emotive language and connotations.
logos	when the speaker/writer presents logically sound arguments which link cause effectively with extrapolations and effect.	<ul style="list-style-type: none"> Appeals to the audience's logical side to make them feel intelligent and that they made their own mind up when listening to you. If you just present conclusions, people resist.
ethos	when there is credibility built for the speaker/writer and they are using the right language to appeal to the right group of listeners	<ul style="list-style-type: none"> When credibility is established, so is trust and rapport – this helps the message come across with more force. Usually done with a mix of allusions (to famous things and people), quotes from credible sources etc.

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anecdote	using a short story as evidence for a point.	<ul style="list-style-type: none"> Creates a personal connection with the audience Appeals to pathos Reinforces how “universal” the point being made is Attempt at being relatable
analogy	when a parallel system is used to explain a more complex system	<ul style="list-style-type: none"> Modulates information for the intended audience Helps with appearing approachable and relatable Helps audience understand the core of the concept being explained