

# Learn the secrets of powerful language!

## A. Sounds of Words

- **alliteration** - repeating the beginning consonant sounds or letters in words
- **assonance** - repeating similar sounds, especially vowel sounds
- **consonance** - repeating similar consonant sounds, especially at the ends of words, as in lost and past or confess and dismiss

## B. Choice of Words

- **hyperbole** - exaggerating for effect; e.g. tons of money
- **irony** - saying the opposite of what is meant
- **litotes** - understating for effect; e.g. no small victory; not a bad idea
- **metaphor** - comparing things not alike through implication; e.g. the room is ice
- **personification** - giving human qualities to nonhuman things; e.g. the sky smiled
- **synecdoche** - using part of something to stand for the whole thing
- **simile** - comparing things not alike by using the word 'like' or 'as'
- **vocabulary** - using precise vivid nouns and verbs to describe scenes/emotions

## C. Arrangement of Words

- **length of sentences** - differing lengths to create a mood
- **repetition** - repeating sounds, words or phrases for effect
- **appositive** - inserting a clarifying phrase, one that adds information or emphasis, between a set of commas or dashes