Word Banks

1. Genres

Advertisement Blog Cartoon

Editorial / opinion piece Feature article News article

Satire Twitter feed

1. Stylistic features and effects

Ambiguity Analogy Anecdote

Burlesque Byline ***Call to action\****

Camera angles Caption Caricature

Character placement Colloquialism (register) Colour

Composition Costuming Diction

***Direct address\**** Double entendre Ellipsis

Emotive language ***Ethos\**** Euphemism

***Farce\**** Filler First person pronoun

Graphic weight Hard facts ***Humour\****

Hyperbole Image Imperative

Imprecise language ***Incongruity\**** Informal language (register)

Irony Labelling Layout

Lighting ***Logos\**** ***Matter of fact tone\****

Parataxis ***Parody***\* ***Pathos\****

Profanity Pun ***Representative character\****

Reversal Rhetorical question Tricolon (rule of three)

Sarcasm (tone) Setting Space in the frame

Speech bubble Spoof Statistics

***Stereotype\**** Symbolism Title

***Voice\****

\* These are effects. Stylistic features are used to create them. For example, emotive language can create *pathos*. Use of statistics, precise diction and simple sentences can create a*matter of fact tone*.