

Listed below are Tools good writers use to make their work memorable.

Techniques	Example	Techniques	Example
1. Adjectives: words that describe nouns	e.g There is a <u>damp</u> feeling in the air due to heavy rain.	7. sarcasm: the use of remarks that clearly mean the opposite of what they say	e.g You walk into a room where everything is disheveled. And you say to the person, “I can see you are really on top of things.”
7. Adverbs: a word that describes an adjective, verb or another adverb. Often used to show manner, place or time.	e.g The baby was gazing <u>adoringly</u> at the chocolate cake.	8. pun: the humorous use of a word or phrase so as to emphasize or suggest its different meanings or applications	e.g Denial is a river in Egypt The word Denial which sounds like “The Nile” is a play on words here. e.g What did the judge say when the skunk walked into the courtroom? Order in the court!
8. Figurative language- phrasing that goes beyond the literal <i>meaning</i> of words to get a message or point across.	e.g simile, metaphor, personification, hyperbole, Idiom	9.sophisticated- language- the use of language in an unusual and creative way.	e.g Hans Landa said: “Now, if one were to determine what attribute the German people share with a beast, it would be the cunning and the predatory instinct of a hawk.”
9. Word Choice- the use of rich, colorful, precise language that communicates in a way that moves and enlightens the reader.	<ul style="list-style-type: none"> • They had a warm laugh. • 'They had a hearty laugh. 	10. emotional appeal- persuade an audience by appealing to their emotions.	e.g A Grocery store commercial that shows a happy family sitting around the table at Christmas Time.
10. Diction- the style used to address your audience. There are three common levels of diction – formal, and informal.	e.g The bible uses a diction that is very formal and different from the way we speak today. E.g.: “Thou shall know that I am God.”	11. testimonial- a written or spoken statement in which you say that you used a product or service and liked it	e.g As a CAWNY graduate, I can assure you that this amazing school has changed my life.
11. Repetition: the repeating of specific words or lines to strengthen	e.g Martin Luther repeats in his famous speech the words, “I have a dream.”	12. em dashes- it’s a symbol used It’s commonly used to indicate a pause.	e.g 1. He is afraid of two things: spiders and senior prom.

<p>an idea, theme or concept</p>		<p>When you want to generate strong emotion in your writing or create a more casual tone, use em dashes.</p>	<p>2. He is afraid of two things—spiders and senior prom.</p>
<p>15. sentence structure: the grammatical arrangement of words in sentences</p>	<p>e.g I fell in the pool. (Simple sentence) “I fell in the pool, and I hit my head.” (Compound sentence) “When I fell off my bike, I broke my arm.” (Complex sentence) “When I fell off my bike, I went to the hospital because I broke my arm.” (Compound-complex sentence)</p>	<p>13. analogy: An analogy is something that shows how two things are alike, but with the ultimate goal of making a point about this comparison.</p>	<p>e.g Friendly is to kind as mean is to aggressive.</p>

Note: this list is not exhaustive but it will allow you to function at a highly competent level.