

Personification

Personification is where objects are talked or written about as if they were a person.

The moon smiled at me.

Personification is also used where the qualities of a person are attributed to abstract or non-living things.

the cold hand of death

the gentle words of flattery

Exercise 3.1.31

Create your own examples of expressions using personification for each of the following:

- 1 television _____

- 2 house _____

- 3 schoolbag _____

- 4 pain _____

- 5 fear _____

- 6 ambition _____

Persuasive language

Persuasive language uses language techniques such as rhetorical questions, emphasis or irony to convince an audience.

You will hear persuasive language when a politician is trying to convince an audience about their policies, when a sports coach is talking to their team before a match, or when a salesperson is trying to convince a potential customer.

Exercise 3.1.32

In your workbook, write a short piece of persuasive writing about each of the following situations:

- 1 a salesperson trying to convince a customer to buy a new plasma television
- 2 a sports coach at half time in a vital match
- 3 a teenager trying to convince her parents to let her stay out later than usual
- 4 a school student trying to persuade his teacher to give him an extension on an assignment.