**Techniques: Make sure you HIGHLIGHT the word, phrase, or sentence.**

1. Cause/Effect
2. Flashback
3. Descriptive Facts/Details, Political Facts/Details, Facts/Details that show \_\_\_\_\_
4. Expert Opinion
5. Author Insight/Opinion to sway readers
6. Allusion to : ( Bible, to Romeo and Juliet, to Tiananmen Square, to F. Lee Bailey…)
7. Appeals directly to reader/ 2nd person pronouns: (“If you’re looking for a way to kill Little League…”)
8. Sarcasm- arrow to sentence/phrase
9. Bias-arrow to sentence/phrase
10. Testimonial
11. Anecdote
12. Thought provoking questions/statements
13. Stats about:
14. Real life story
15. Suspense
16. Foreshadowing
17. Sympathizing
18. Leaving the reader hanging
19. Answers to thought provoking questions
20. Unexpected twist
21. Good Title (hook)
22. Q & A
23. Links to other sites
24. Figurative language (metaphor, simile, personification, hyperbole, etc)
25. Writer to reader questions (rhetorical)
26. Parenthesis with writer’s thoughts (interruptions)
27. Compare/contrast
28. Change in font
29. Parallel structure
30. Change in sentence length (short sentences isolated to gain attention)

**THINK ABOUT:**

**How does this Technique support the writer’s Purpose?**

**How does this Technique appeal to a particular Audience?**

**How does this Technique reveal a particular Tone?**