

Print Advertising

Literary Techniques - match up the terms with the definitions

Repetition
Alliteration
Adjective
Onomatopoeia
Neologism
Imperative
Personification
Connotation
Rhetorical question
Personal pronouns
Simile
Lexical set

describing an object as having human characteristics
words that belong to a particular field of language
when the sound of a word reflects its meaning
what a word or image suggests
use of you or your
a comparison using like or as
a word used to describe a noun
use of repeated consonant sounds at the beginning of consecutive words
a word that is made up by advertisers, often by putting two words together
a question that does not require a direct answer
an order
when a word or phrase occurs several times in a text