






# AOL Writing Tasks Techniques

Techniques	Examples	Explanations
<b>Fact, Stats &amp; Emotions</b> 	<p>...1 in 3 firefighters suffer from life threatening cancer and chronic respiratory diseases...</p>	<p>Logos-Pathos Combo. It adds weight to your argument and makes people believe you have investigated the issue and know what you are discussing.</p>
<b>Emotive Language</b> 	<p>Rover was in a <b>pitiful state</b> when we found him &amp; he would <b>surely have died</b> if our <b>dedicated team</b> had <b>not nursed him day and night.</b></p>	<p>Pathos. Use language to stir up emotions in your reader. Make them feel guilt, sympathy, anger, excitement etc, by choosing your words carefully.</p>
<b>Repetition</b> 	<p>...the <b>best for</b> saving lives, the <b>best for</b> service, the <b>best for</b> your money...</p>	<p>Repeat keywords or phrases to help key themes and arguments stick in your audience's mind. Make it memorable!</p>
<b>Quote a Reliable Source</b> 	<p><i>'Richard Whitehouse, director of Zurich Zoo, disagrees with <b>the claim that</b> zoos make unsuitable habitats.'</i></p>	<p>Logos. By providing the names of respectable and well-known professionals (e.g., organization directors, etc.), associations, or groups of people (e.g., scientists, doctors, etc.), you add substance and weight to your argument.</p>
<b>Anecdotes</b> 	<p>I'd like to tell you <b>what happened</b> in the 2020 California wildfire that was repeated in this year's Hawaii wildfire...</p>	<p>Logos-Pathos Combo. The use of little stories or examples to illustrate your message help to get your point or ideas across and make the issue more realistic for the reader.</p>

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## Techniques

### Powerful Word Choices



The fox is **hunted** down until it is **exhausted**. In the worst cases, it is **ripped apart** by the chasing pack of dogs and dies a **horrible death**.

### Rhetorical Questions



Now that you know the **amount of plastics and their effect on us**, would you still use plastic water bottles? **Should we allow this behavior to continue?**

### Shock Tactics



Walking into the zoo compound, we could hear the **crying and wailing of trapped animals**. The **stench of stale feces** was almost unbearable.'

### Similes (like, as)



### Metaphor (=object)



Chocolate which is '**as smooth as silk**'

**Life is a race** and we never realized that are running towards nothing!

### Personification



...the **sea waves crashed angrily** on the rocks...

## Explanations

Choose words – **verbs, adjectives, adverbs** – that inspire your audience. Avoid 'good', 'bad', and 'nice' – they are bland and don't give you a clear picture of what you describe. Use a thesaurus regularly to build up your vocabulary bank.

Pathos. This involves the reader and makes them think about the issue, SCI, or the product you are promoting.

Make the reader sit up and listen to your argument. You can shock them with pictures that appeal to the reader's sense of guilt or sympathy, or by using words and phrases which have powerful associations or connotations.



### Word Picture Paintings

These imagery techniques are like paintings in your essays. These add to the experience you are trying to create for the reader. They help paint a clear picture of the product or idea you are trying to promote.

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## Techniques

alliteration  
(beginning consonants)



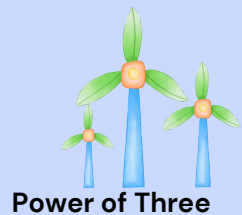
assonance  
(vowel sounds)



Onomatopoeia



Word Play  
Puns



Power of Three

## Examples

Bring an end to the **barbaric, bloodthirsty** sport of bear-baiting...

This string is **soft, strong, solid, and long**, making it advantageous...

...snap, crackle, pop...

...these tights are **sheer** delights...

The investor in the bakery demanded a **larger piece of the pie**.

- Government **of the people, by the people, for the people** (from Abraham Lincoln's Gettysburg Address)
- After buying this product, your life will become **easier, better, and more** fulfilling.
- We can either continue doing **what we have been doing, go back to where we started, or grit our teeth and fight harder**.
- We **won't go back, sit still, and remain silent**.

## Explanations



### Sound Effects

All these techniques make your writing so much more memorable for the reader. Again, the key ideas remain in their minds.

Use words for effect, especially when they have more than one meaning. This technique is quite often used in informal or more light-hearted pieces of writing. Again, this is a clever use of language to get your message across.

The researchers noticed that when three arguments were presented, the participants reacted positively and believed the description was accurate.

This grouping of words or phrases rolls off the tongue and creates a memorable impression. It also has an accumulative effect which makes the product seem more appealing, or gives your argument more weight.