

1 Match these poetical devices with their definitions.

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| <p>1. alliteration <input type="checkbox"/></p> <p>2. assonance <input type="checkbox"/></p> <p>3. metaphor <input type="checkbox"/></p> <p>4. repetition <input type="checkbox"/></p> <p>5. rhyme <input type="checkbox"/></p> <p>6. simile <input type="checkbox"/></p> | <p>a. A word or phrase to describe something or someone else in a way that is different from its normal use, in order to show that the two things have the same qualities and to make the description more powerful (e.g. your house is a castle)</p> <p>b. A word or phrase that compares something to something else (e.g. your skin will be soft like a rose)</p> <p>c. A word that has the same sound or ends the same sound as another word (e.g. relationship based on friendship)</p> <p>d. The effect created when two syllables in words that are close together have the same vowel sound, but different consonants, or the same consonants but different vowels (e.g. hair and pair, light and late)</p> <p>e. The fact of saying the same thing many times</p> <p>f. The use of the same letter or sound at the beginning of words that are close together (e.g. sing a song of sixpence)</p> |
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2 Identify the strategy used in these slogans and search the Internet to find out the product they advertise.

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| <p>1. Do you Yahoo?</p> <p>2. Red Bull gives you wings.</p> <p>3. Intel Inside.</p> <p>4. Dirty mouth? Clean it with Orbit chewing gum.</p> <p>5. Melts in your mouth, not in your hand.</p> | <p>6. We are the low-fare airline.</p> <p>7. When your package absolutely, positively has to get there overnight.</p> <p>8. You get rid of dandruff.</p> |
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3 Identify the strategies and devices of the slogans in these adverts. Then, choose two and write an alternative slogan.