

Coherence

👉 For better text understanding & clarity

👉 FLICC

Coherence Features

Formatting: Headings, subheadings, paragraphs

Inference: Assumed knowledge

Consistency: Consistent lexical set/semantic field

Conventions Of Text Type: Different structure rules

Cohesion: Contributes to text understandability

Stylistic Features

Phonological Patterning

Alliteration: Repetition of identical initial consonant sounds

Assonance: Repetition of identical vowel sounds

Consonance: Repetition of identical consonant sounds anywhere in the word

Onomatopoeia: Words that imitate a sound

Rhythm: Contrasting stressed/unstressed syllables in regular intervals

Rhyme: Repetition of similar sounds in the final syllables

Syntactic Patterning

Listing: A list of things

Stylistic Features (cont)

Parallelism: Repetition of the same grammatical format in one/more sentences

Antithesis: Two opposite ideas put together in a sentence

Lexical Choice & Semantic Patterning

Simile: Comparison of two things using comparison words

Metaphor: Comparison of two things that aren't like each other, but has something in common

Personification: Object/idea represented as a person

Animation: Metaphor type that gives life/movement to lifeless nouns

Lexical Ambiguity: When it's difficult to interpret without extra info

Pun: A joke that exploits the various possible meanings of a word

Oxymoron: A self-contradicting word/group of words

Irony: Expression of something that's opposite in its literal meaning

Cohesion

👉 Logical idea flow for info clarity

Cohesion Features

Lexical Choice: Synonyms, antonyms, hyponyms

Information Flow: Clefting, end focus & front focus

Referencing: Anaphoric & cataphoric referencing

Deictics: 'Pointing' words under shared context

Repetition: Lexical, phonological, syntactic & semantic patterning

Substitution: Replacing whole phrases with simple nouns

Conjunctions & Adverbials: Directly connects other ideas

Clefting

👉 Moving a phrase to another position within a sentence

👉 For drawing focus to a specific part of a sentence

It-Cleft	Pseudo-Cleft (Wh-Cleft)
👉 'It' + 'to be' verb variant	👉 'Wh-' + ...
👉 For focus on sentence's front	👉 For focus on sentence's end



Voice

Active Voice	Passive Voice	Agentless Passive
<ul style="list-style-type: none"> ☞ Gives info directly ☞ SVO format 	<ul style="list-style-type: none"> ☞ Improves logical connections between sentences ☞ Object + subject 	<ul style="list-style-type: none"> ☞ Removes the subject/agent ('who'/'what') in sentence ☞ Similar to passive voice, for avoiding blame

Formal Social Purposes

- ☞ Maintain and challenge positive & negative face needs
- ☞ Reinforce social distance & authority
- ☞ Establish expertise
- ☞ Promote social harmony
- ☞ Negotiate social taboos
- ☞ Build rapport
- ☞ Clarify, manipulate or confuse

Nominalisation

- ☞ Replaces 'actions' (verbs) into 'things' (nouns)
- ☞ Used to remove agencies and blaming
- ☞ Doesn't always need suffixes

Common Nominalisation Suffixes

- ☞ -ment
- ☞ -tion
- ☞ -ity
- ☞ -ness

Collocation

- ☞ Words constantly seen together in predictable phrases
- ☞ Aids with cohesion & coherence for faster processing

Focus

Front Focus	End Focus
<ul style="list-style-type: none"> ☞ Important phrasal element at front of sentence ☞ Compares/contrasts what's already been stated 	<ul style="list-style-type: none"> ☞ Important phrasal element at back of sentence ☞ For suspense and drama

Marked Theme

- ☞ Syntactic choice where subject isn't at start of sentence

3 Ways To Implement A Marked Theme

- ☞ Passive voice
- ☞ Beginning with a subordinate clause
- ☞ Beginning with an adverbial

Marked Theme Effects

- ☞ Highlighted/emphasised info in front
- ☞ Reader's perception of rest of sentence is affected

Doublespeak

- ☞ Language that deliberately distorts/reverses the truth
- ☞ Often uses euphemisms

'Good' Double-speak

- ☞ Makes things sound nicer
- ☞ For politeness

'Bad' Doublespeak

- ☞ Conceals/hides/-manipulates
- ☞ For the public to accept atrocities



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