

Understanding Figurative Language

Difference between literal and figurative language

- Literal language means exactly what it says, using words in their standard, dictionary definitions.
- Figurative language uses creative words and comparisons to make writing more interesting, create pictures in the reader's mind, and show feelings or ideas in a stronger way.
- Figurative language makes writing more interesting and colourful.
- Writers use it to create pictures and feelings in the reader's mind.

Simile

A simile compares two things using **like** or **as**.

- He runs **like** the wind.

Metaphor

- A metaphor compares two things directly without using *like* or *as*.

Example:

- My brother is a lion on the rugby field.
- The brother is not really a lion. It means he is brave and strong.

Personification

Personification gives human qualities to non-human things.

The sun smiled at us.

The wind whispered through the trees.

Hyperbole

Hyperbole is exaggeration used for effect.

- The speaker is exaggerating to emphasise a point.

I have told you a million times!

This bag weighs a ton.

Remember

Figurative language helps writers make their writing exciting and meaningful.

It helps readers imagine and feel what the writer is describing.

MANIPULATIVE LANGUAGE

- **Definition:** Using words to unfairly influence, convince or control people's actions or emotions.
- **Purpose:** To make someone do something they may not want to do. (Advertisement)
To persuade someone about your view.
(Argumentative essay/debate or public speaking)
- **Example:**
"Only a fool would miss this sale!"

MANIPULATIVE LANGUAGE IN ADVERTISEMENTS

Advertisers want you to:

- **Buy** their product.
- **Feel** something strongly.
- **Believe** their product is the best.

They use **tricks with words** to do this

TECHNIQUES USED IN ADVERTISEMENTS

- **Urgency** – "Hurry! Limited offer!"
- **Fear** – "What happens if you don't have insurance?"
- **Flattery** – "You deserve the best."
- **Bandwagon** – "Everyone is buying it. Don't miss out!"
- **Emotional Appeal** – Sad music or cute animals

EXAMPLES FROM REAL ADVERTISEMENTS

- "Only **real men** use this cologne." (*Appeal to masculinity*)
- "Act now – before it's **too late!**" (*Urgency*)
- "Join **millions** of satisfied customers!" (*Bandwagon*)
- "**Because you're worth it.**" (*Flattery*)

ARGUMENTATIVE WRITING/DEBATE/PUBLIC SPEAKING

- SHAPE PERCEPTIONS.
- INFLUENCE EMOTIONS.
- GUIDE ACTIONS.

YOU WANT PEOPLE TO **AGREE** WITH YOUR POINT OF VIEW.

TECHNIQUES USED IN ARGUMENTATIVE WRITING

“Any sensible person would agree that school uniforms should be banned.”

🔍 **Why it’s manipulative:** It implies that if you disagree, you’re not sensible — using shame instead of facts.

“If we don’t stop using plastic now, the earth will be destroyed completely.”

🔍 **Why it’s manipulative:** This is an **exaggeration** to create **fear** rather than a balanced argument.

“All students hate doing homework.”

🔍 **Why it's manipulative:** Uses a **sweeping generalization** (not everyone hates it).

Techniques Used in Debate

My opponent clearly doesn't care about the future of our country."

🔍 **Why it's manipulative:** Attacks the **person** rather than their **argument**.

"Everyone in the audience agrees with me."

🔍 **Why it's manipulative:** Uses **peer pressure** and **bandwagon** appeal to win support.

"You must vote for me if you want to save your children's future."

🔍 **Why it's manipulative:** Tries to control the audience through **fear and guilt**.

TECHNIQUES USED IN PUBLIC SPEAKING

"Only someone with a heart of stone would ignore this issue."

🔍 **Why it's manipulative:** Uses **emotional blackmail** instead of reason.

“Act now — before it’s too late!”

🔍 **Why it’s manipulative:** Uses **urgency** to stop listeners from thinking carefully.

“You’re either part of the solution or part of the problem.”

🔍 **Why it’s manipulative:** Creates a **false dilemma** — there are often more than two choices.

WHY SHOULD WE LEARN THIS?

- ❖ To understand that language can be used to persuade and influence people.
- ❖ To understand what advertisers, peers, and media are doing.
- ❖ To become smarter and more independent thinkers.
- ❖ Makes you a better speaker and writer.