

LANGUAGE CHOICES:

This relates to knowledge about how language choices can alter the effect and how meanings are created. It is very much about choice at a *local* or *micro* level – a word, a phrase, a sentence. It connects with text level choices, which are about *global* or *macro* level choices.

Category	Explanation	Example
Word choice	The power of word choice	<i>I explained what a shroud was ... if you were describing snow as a shroud, what atmosphere would it create?</i>
Being concise	The importance of clarity, and avoiding redundancy	<i>How can I make that clearer and how can I make that more specific and how can I say more by saying less.</i>
Detail	The significance of detail and precision in description	<i>... the importance of specificity. So rather than just saying the house, let us see what the house is, give us a certain particular description of a certain thing that helps them see that it's not just any old house for instance</i>
Sentence structure	The structure and syntax of sentences	<i>Our job is to, you know, structurally, technically work with them on, "Actually that sentence would be better like this".</i>
Technical aspects	Accuracy in spelling and punctuation	<i>Two 'p's' in Tupperware</i>
Avoiding cliché	The need to avoid phrases that sound 'a bit romantic' or 'clichéd'; '	<i>That is a bit clichéd compared with the rest of it</i>
Rhythm	The sound of language and strength or consistency of rhythm.	<i>It's got a very kind of strong sense of rhythm. You probably felt it when I was reading it. You know that whole 'the elders knew a time when springtime blossomed and the world sprang into life' has got a lovely kind of rhythm to it</i>
Tense	Tense choices.	<i>They're thinking about tense ...they're playing with that idea of I want to do something in present tense maybe</i>
Repetition	The value of repetition and its use for structural purposes.	<i>'It follows me, hisses it's not fair, whispers, it's not fair' and you might even have 'it's not fair' again.</i>
Rhyme	The negative effect of banal rhyme, but also the value of internal rhyme	<i>If the rhyme begins to take over then you lose something... You've got a little rhyme in there 'clanging and jangling,' so you've got that kind of very lyrical sense of language.</i>