

Assonance- word ending in the same short sound l.e. Beanz,  
Meanz, Heinz

Rhyme- rhyming words ending in the same long sound l.e.  
Don't just book it,  
Thomas Cook it!

Repetition- Words used more than once l.e. If anyone can,  
Cannon can!

Alliteration- Words with same initial sound l.e. Better buy bold!

Pun- A play on words i.e. Ferry affordable

Onomatopoeia-a word that makes the sound of its name l.e.  
cuckoo, sizzle

Imagery- Paints a picture, show not tell l.e. Finger lickin' good!

Imperative verbs- Bossy words, command sentences l.e. Just  
do it!