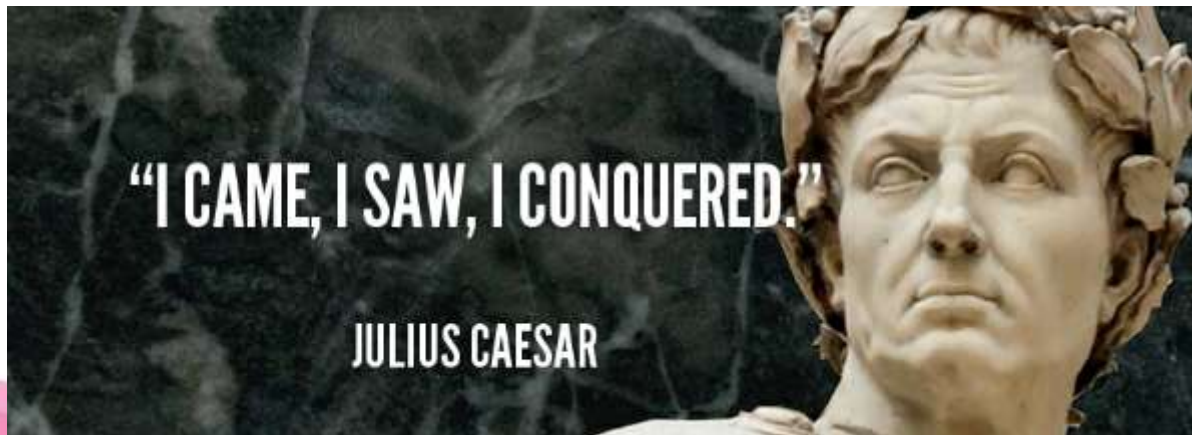


Rule of Three (a language technique)



<http://study.com/academy/lesson/i-came-i-saw-i-conquered-analysis-of-julius-caesars-quote.html>

Introduction

The purpose of this PowerPoint is to introduce the use of the rule of three as a language technique.

By the end of this PowerPoint you will have the knowledge and understanding of how to identify the technique within a range of texts.

When completing any form of writing activity for functional skills, try to apply the technique you've learned.

Learning outcomes

- To define the term 'rule of three'
- To develop knowledge and understanding of the language technique

Rule of Three

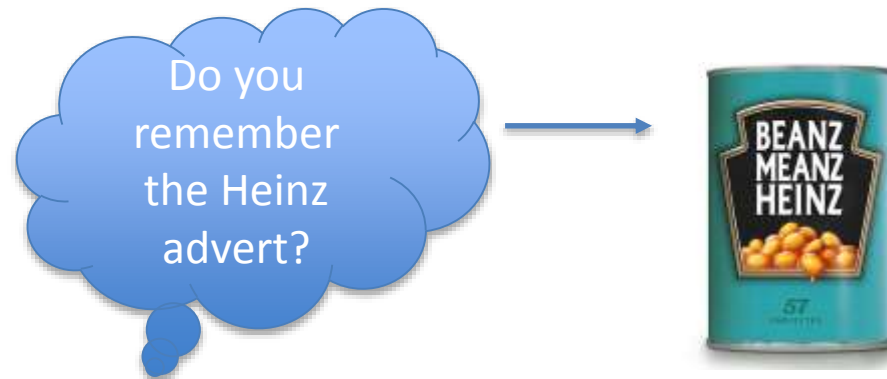
What is the **rule of three**? *Write your thoughts below.*

Rule of three

The rule of three is a mechanism by which three related words or points are presented in quick succession for literary effect, e.g. ***friends, romans, countrymen.***

Why do we use this technique?

- Things that come in threes are **more persuasive**.
- We process information using patterns.
- It helps make our content more memorable.



Remember the Tony Blair speech?

The rule of three is based on the presentational technique that people tend to remember **three things**. Good speeches are peppered with lists with three items. For example,

“Our priorities are **Education, Education, Education**”
– Prime Minister, Tony Blair

<http://news.bbc.co.uk/1/hi/6564933.stm>

Further examples include:

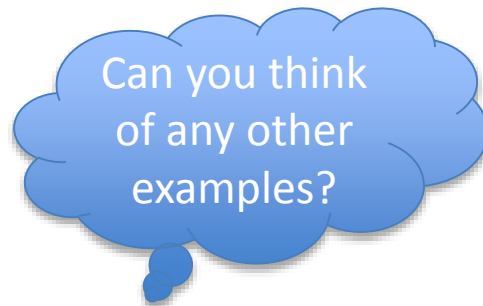
Stop, Look and Listen – a UK pedestrian safety campaign

The Good, the Bad and the Ugly – a film title



The Olympic motto is *Citius, Altius, Fortius*, which is Latin for **Faster, Higher, Stronger**.

Recognise the symbols?



Heat, Fuel, Oxygen – to stop a fire, remove one of the three.

Can you remember the Mars slogan?



Exam example - Edexcel

Instructions

Refer to Edexcel Reading Level 2 practice test paper from February 2013.

Question 6

From the text, give two ways the writer tries to influence the reader.

Use **Text A** to help you find the example.

Exam example - answer

Refer to paragraph 5 to find the answer.

*This scientific evidence confirms what we already know from our personal experience. I am sure we have all had our weekend plans ruined by bad weather: **barbecues abandoned, trips to the seaside spoilt and walks in the countryside cancelled!***

*The **rule of three** applies to the bold text in relation to bad weather and suggests three ways in which the weather can disrupt weekend plans.*

Further exam practice

Refer to SAM E202/01 (2015) for an example of a typical exam question.

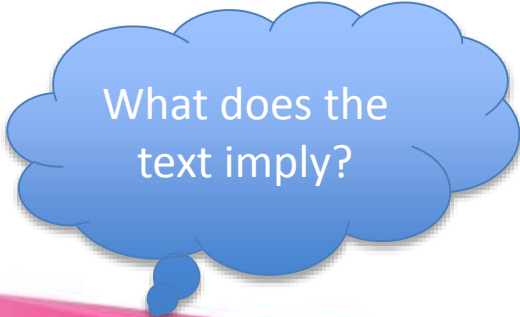
*In Text B, ‘**Litter, vandalism and neglect**’ is an example of:*

- ***A** direct address to the reader*
- ***B** a rhetorical question*
- ***C** the rule of three*
- ***D** a slogan*

Exam answer

Analyse the paragraph below

Residents are ashamed to live in communities with litter, dog-fouling, fly-tipping, graffiti and fly-posting. People do not want to visit shopping streets, parks or beaches covered in rubbish and debris. ***Litter, vandalism and neglect*** are signs of a community in decline.

A blue thought bubble with a white outline and a small tail pointing downwards. It contains the text "What does the text imply?".

What does the text imply?