

Communicative effect

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A **communicative effect** is an effect produced in an [addressee](#) through communication. It may concern the addressee's understanding, attention, evaluation, emotion, memory, aesthetic experience, or other response to a message.

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Communicative effects may include, for example, clarity, emphasis, intensification, vividness, concision, praise, criticism, persuasion, humour, emotional force, memorability, or aesthetic appreciation.

Within the [Model for Rhetorical Action](#), a [linguistic rhetorical action](#) may enhance one or more such effects; this is termed **Communicative Enhancement**.

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