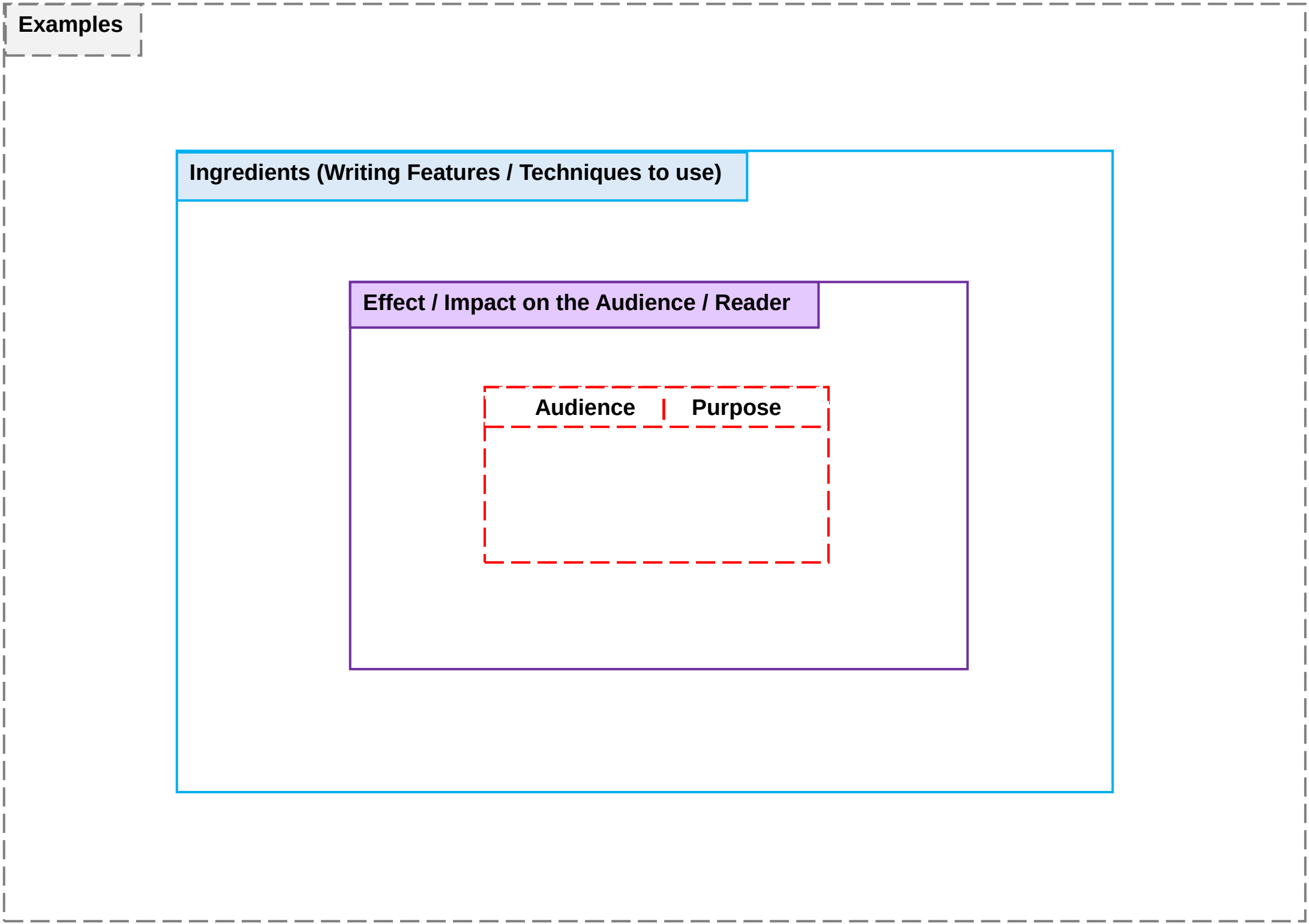

Examples
Ingredients (Writing Features / Techniques to use)
Effect / Impact on the Audience / Reader
Audience | Purpose