PERSONIFICATION

is giving human qualities to something that is not human

You can personify objects:
   The lights blinked in the distance.
   The moon is a harsh mistress.
   Your computer hates me.

You can personify concepts:
   Time marches on.
   It’s not nice to fool Mother Nature.

You can personify animals:
   The birds expressed their joy.
   The groundhog hovered indecisively.