

Rhetorical Terms

Syntax:

***Syntax-** how the author chooses to join words into phrases, clauses and sentences. Often authors will manipulate syntax for various effects.

Repetition:

Repetition- to duplicate words, phrases and sentences, or punctuation, grammatical patterns and grammatical structure.

***Amplification-** repeats a word or expression for emphasis: *'Love, real love, takes time'*.

Personal Pronouns- the use of *'I', 'my', 'me', 'we'* to involve the reader and create a familiarity/accountability in a text.

Rule of 3- concepts or ideas presented in threes are inherently more interesting, more enjoyable, and more memorable: *'Life, liberty, and the pursuit of happiness'*.

Anaphora - a sub-type of parallelism when the exact repetition of words or phrases appear at the beginning of successive lines or sentences.: *"If you prick us, do we not bleed? If you tickle us, do we not laugh?" (Merchant of Venice, Shakespeare)*

***Epistrophe-** a sub-type of parallelism when the exact repetition of words or phrases appear at the ends of successive lines or sentences.

Imperative Verbs- give orders, commands and instructions to make the reader accountable and take action: *'listen', 'save these people today', 'speak up'*.

Alliteration- the use of the same letter to begin 2 or more words in a phrases or consecutive sentences: *'hope hung heavily in her stomach', 'From forth the fatal loins of these two foes'*.

Tropes:

Metaphor- when two objects are said to be the same in a non-literal fashion: *'he is a little devil at school', 'she is a greedy pig', 'two peas in a pod'*.

Simile- an expression that compares one thing to another using 'like' or 'as': *'The milk tasted like pickles', 'her hair was as golden as the morning sun'.*

Personification- inanimate objects are given human qualities. This brings the image alive in the reader's mind and helps to emphasise the description: *'the traffic lights winked quickly', 'the car engine roared as the driver accelerated.'*

Exaggeration

Parenthesis- insertion of additional information. Commas are used subtly, dashes emphasise and brackets usually provide data, such as ages.

Rhetorical Questions- a question posed to the reader to encourage a deeper level of consideration on the subject.

Short Paragraphs- writers may use as little as one sentence in a paragraph to highlight a key point being made.

Short/Minor Sentences- is the use of short/incomplete sentences for dramatic impact.

Varied and Complex Punctuation- ! (exclaim) ? (confusion/scorn) : (introduce explanation or list) ; (joins two independent clauses of the same topic: *'I love animals; elephants are my favourite)*

Emotive Language- selection of language which incites strong emotion from the reader: *anger, sorrow, remorse, excitement, happiness.*

Hyperbole- an over-exaggeration of a point being made: *'I've been here a million times!'*

***Anecdote-** a short fictional story used to encourage the reader to evoke emotion and contextualise the subject.

Allusion- a reference to an event, literary work or person - 'I can't do that because I am not Superman' or *'The real story behind the sheep is that Dr. Wilmut created the prototype for bioindustrial design. He's the Henry Ford of the Biotech Century. It is now possible to replicate in countless numbers exact copies of an original living creature with the same kind of quality controls and engineering standards we did using mass production and assembly line factory work with inert materials.'*

***Analogy** - compares two different things that have some similar characteristics - *'He is flaky as a snowstorm'*.

Oxymoron/Juxtaposition- contradictory terms are used: *'cruel kindness' 'bittersweet' 'jumbo shrimp'*.

***Paradox-** a statement that appears to be self-contradictory or opposed to common sense, but conveys a degree of truth: *'it was the best of times, it was the worst of time'*.

***Litotes** - makes an understatement by denying the opposite of a word that may have been used: *'The terms of the contract are not disagreeable to me', 'It wasn't her worst day'*.

Colloquialism- use of slang or informalities in writing. Not generally acceptable in formal writing, so may give the work a familiar tone.

THE RHETORICAL TRIANGLE

AN OVERVIEW OF THE THREE RHETORICAL APPEALS

