

Rhetorical and Literary devices

Rhetoric: the structure of a speech or text using carefully arranged words/sentences for maximum impact

- [Rhetorical devices list](#)

Literary Devices: the words a writer uses to convey ideas or feelings

- [Great resource of literary devices and examples](#)

Device	Explanation	Example
Anaphora	Repetition of the same words or phrases at the beginning of successive clauses, sentences, or lines	“It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair.” - <u>A Tale of Two Cities</u>
Alliteration	The occurrence of the same letter or sound at the beginning of adjacent or closely connected words.	Peter piper picked a peck of pickled peppers...
Allusion	A reference to previous literary works, famous people, places, or events	I can’t do that because I am not Superman.
Anchoring the Arguments/ Audience to True Statements	A strong persuasive rhetorical technique as the author makes statements that are irrefutable and therefore add credibility to him/herself with the hope that the audience will receive the rest of the argument/speech as truth	
Aphorism	An aphorism is a statement of truth or opinion expressed in a concise and witty manner.	The simplest questions are the hardest to answer.
Call to Action	Clearly stated actions that ask an audience to do a particular thing	Call us today for a free sample
Contrast	Structuring phrases and words to highlight the differences between two or more things; the second part is usually positive	

Epistrophe	Using the same word or words to end a series of lines, phrases, clauses, or sentences	“Wherever they’s a fight so hungry people can eat, I’ll be there. Wherever they’s a cop beatin’ up a guy, I’ll be there. . . . An’ when our folk eat the stuff they raise an’ live in the houses they build – why, I’ll be there.” - <u>The Grapes of Wrath</u>
Generic Language	Generic statements that allow the audience to think about all of the possible meanings meant by the statement. It is the opposite of hyperbole, which is the use of figurative language to overstate something.	
Imagery	Words that create mental pictures and often appeal to the senses (sight, sound, taste, smell)	“O, she doth teach the torches to burn bright! It seems she hangs upon the cheek of night Like a rich jewel in an Ethiop’s ear ...” - <u>Romeo and Juliet</u>
Inclusive language	The emphasis on common beliefs, actions, and emotions to invoke and invite all members (including enemies) of an audience to consider the author’s message	
Metaphor	Makes a comparison without using “like” or “as” Direct Metaphor: States both things being compared Ex: The assignment was a breeze. Indirect Metaphor: States one thing and leaves the audience to infer the other. It implies the comparison word. Ex: James growled at me for taking too long	The assignment was a breeze. Laughter is the best medicine
Paradox	A statement that seems contradictory but is actually true	“All animals are equal, but some are more equal than others” - <u>Animal Farm</u>
Personification	Giving human attributes to a thing or idea	“Because I could not stop for Death – He kindly stopped for me – The Carriage held but just Ourselves – And Immortality. - Emily Dickinson
Repetition	Use of the same word or phrases for emphasis; when words in speeches are repeated, the brain will likely remember those words	

Rhetorical Appeals (Ethos, Logos, Pathos)	<p>Ethos: establishing the authority, reputation, and trustworthiness with regard to a particular subject. A subtle way to do this is to cite sources within a speech Ex: Sporting wear companies using athletes to endorse their products (not so subtle!)</p> <p>Logos: the logic used to support a claim or assertion with proof (facts and statistics) Ex: The show was a box-office hit and sold out three weekends in a row.</p> <p>Pathos: appealing to the emotions of the audience Ex: Agency ads or campaigns for starving children, mistreated animals, etc.</p>	<p>Ethos: “Doctors all over the world recommend this type of treatment.”</p> <p>Logos: “Reading maketh a full man; conference a ready man; and writing an exact man”. (Francis Bacon)</p> <p>Pathos: “He had meant the best in the world, and been treated like a dog—like a very dog. She would be sorry someday—maybe when it was too late. Ah, if he could only die TEMPORARILY!” - Tom Sawyer</p>
Rhetorical Question	A rhetorical question is asked just for effect or to lay emphasis on some point discussed when no real answer is expected. A rhetorical question may have an obvious answer but the questioner asks rhetorical questions to lay emphasis to the point.	
Similes	A comparison using “like” or “as”	“Elderly American ladies leaning on their canes listed toward me like towers of Pisa.” - Lolita
Simple Three-Part Speech	when an author structures a text into three key parts in order to make the message easier to understand or more clear to the audience Ex: State the problem, give the reason, give the solution or past, present, future	
Trios, Triplets, and Triads	The rule of three allows a speaker to express a concept, emphasize it, and make it memorable; can be three separate sentences, phrases within a sentence, etc.	