

# Rhetorical Strategies

## Matching:

1. Emotional appeal (pathos)	A rhetorical device used for listing details, or a process of mentioning words or phrases step by step.
2. Ethical appeal (ethos)	A strategy in which a writer tries to generate specific emotions (such as fear, envy, anger, or pity) in an audience to dispose it to accept a claim.
3. Logical appeal (logos)	A strategy in which a writer uses facts, evidence, and reason to convince audience members to accept a claim.
4. Values appeal	Placing things side by side for the purposes of comparison.
5. Juxtaposition	A rhetorical device that poses a question to raise an issue or create an effect rather than to get a response.
6. Enumeration	A strategy in which a writer presents an authoritative, credible self-image in order to gain the trust of an audience.
7. Rhetorical question	A strategy in which a writer invokes shared principles and traditions of a society as a reason for accepting a claim.

1. Repetition	A figure of speech that combines opposite or contradictory terms
2. Metaphor	A metaphor that uses like or as
3. Allusion	The deliberate choice of words by the writer
4. Imagery	Use of similar grammatical structures or forms for clarity, emphasis, and/or artfulness
5. Diction	Language that appeals to one or more of the five senses
6. Hyperbole	A rhetorical device that repeats the same words or phrases a few times to make an idea clearer and more memorable
7. Oxymoron	A brief and indirect reference to a person, place, thing or idea of historical, cultural, literary or political significance. It does not describe in detail the person or thing to which it refers
8. Simile	A figure of speech that makes an implied comparison, not using "like," "as," or other such words
9. Parallelism	Exaggerated statements or claims not to be taken literally