

Rhetorical Strategies

Matching:

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| 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. |

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| 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 |