

# Rhetorical Devices

- 1. Alliteration**

when you talk directly to the reader, using the pronouns 'we', 'you' or 'us'. This is a great technique for persuading the reader, as it suggests that the reader and writer are on the same side.
- 2. Anaphora**

Appeal to emotion
- 3. Antithesis**

A useful tool for analysis of non-fiction texts in which you examine the relation between the following; sender, receiver, circumstances, topic, language, intention.
- 4. Inclusive language**

Portraying something abstract or inanimate with human features: "The stars winked at her from the skies"
- 5. Rule of three**

Listing three things right after each other. It adds rhythm and the listener is more likely to remember the information.
- 6. Metaphor**

Creates an image by comparing one thing to another using the word "as" or "like". "My father is like a superhero"
- 7. Personification**

Means putting two opposites together to show the contrast between them clearly. Example: "Setting foot on the moon may be a small step for a man but a giant step for mankind"
- 8. Rhetorical Question**

By using the pronouns "we", "us" and "my fellow (Americans)", you include the listeners and make them feel as if they are a part of what you are talking about.
- 9. Simile**

Words in a row - or words placed closely together - beginning with the same consonant. Example: "The sweet smell of success"
- 10. Pathos**

A figure of speech in which one thing is spoken of as though it were something else. It is an image created by a word with a concrete meaning which is used in a figurative manner: "My girlfriend is a rose."
- 11. Ethos**

When one or more words are repeated in the beginning of several succeeding sentences. Example: "This blessed plot, this earth, this realm, this England, This nurse, this teeming womb of royal kings ..."
- 12. Logos**

A question asked just for effect or to lay emphasis on some discussed when no real answer is expected. "If winter comes, can Spring be far behind?"
- 13. Direct address**

credibility and trustworthiness
- 14. Rhetorical Pentagram**

an appeal based on logic or reason