

## Speech Writer's Toolkit (Some Common Rhetorical Devices)

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<b>ALLITERATION</b>	The repetition of consonants or vowels of words placed close to each other. Eg. "sweet smell of success," "bigger and better," "jump for joy;" and from Wordsworth: "And sings a solitary song / That whistles in the wind."
<b>ALLUSION</b>	An indirect reference to a passage in literature (literary/mythological) or scripture (Biblical), to an event, a person (historical/pop culture), or anything else familiar to the reader. An allusion is a device of compression in language, for in a few words it summons up the meaning of the thing to which it refers, and applies that meaning to the subject at hand.
<b>ANECDOTE</b>	A short account of an interesting incident. An anecdote can be a joke or a true story about others or oneself, and is often used as an example to introduce an essay, close an essay, or illustrate points within an essay.
<b>DIALOGUE</b>	A conversation between two or more people as a feature of a book, play, or movie. Shown using quotation marks.
<b>DICTION</b>	Refers to the specific words chosen for their connotation, their implications, and their power to reveal attitude or tone.
<b>EUPHEMISM</b>	Using a mild, indirect, or vague expression instead of one that is thought to be too harsh. e.g. "Passing away" is a euphemism for dying.
<b>ETHOS</b>	Using one's own reputation to appeal to readers/listeners. A writer/speaker can draw explicit attention to his or her credibility or 'star power' to earn trust.
<b>FACT/STATISTIC</b>	Using actual researched evidence to prove your point. Your source <i>must</i> be cited/referenced!
<b>HYPERBOLE</b>	A deliberate exaggeration to emphasize a point, for serious or comic effect. e.g. I collected thousands of quotations for my <i>Romeo and Juliet</i> essay.
<b>HUMOUR</b>	Using humour may lighten the mood or give relief to readers/listeners within a serious discussion.
<b>IMAGERY</b>	A mental picture triggered by words. Imagery often appeals to one or more of the reader's five senses (sense imagery): sight, hearing, touch, taste, and smell. Sense images are vital in helping the reader to experience, at second hand, what the writer has lived in person.
<b>INVECTIVE</b>	Using angry or insulting language to express blame or bitter, deep ill will. e.g. How dare these traitorous Conservatives destroy our country!
<b>IRONY (VERBAL or SITUATIONAL)</b>	<u>Verbal Irony</u> occurs when a speaker says one thing and means something else: "Oh yeah, that's nice."  <u>Irony of Situation</u> is a discrepancy between the expected result and actual results. Luke, while searching for his father, battles Darth Vader.
<b>LOGOS</b>	Appealing to readers/listeners by using logic and reason. Evidence is presented systematically to assist in proving the thesis.

<b>METAPHOR</b>	A figure of speech, literally false but poetically true, in which one thing is said to <i>be</i> another. It is a comparison that does not use “like” or “as.” e.g. Bay street is a canyon walled by cliffs of concrete.
<b>PATHOS</b>	Appealing to readers/listeners by tapping into their emotions. Touching a person’s sense of self and humanity sways his or her opinion
<b>PARADOX</b>	Making a statement that seems contradictory, but is actually true. e.g. “If you love until it hurts, there can be no more hurt, only love”
<b>PERSONIFICATION</b>	Gives human, or living, qualities to non-living objects or ideas. For example, “The wind affectionately ruffled his hair and caressed his cheek,” “a smiling moon,” or “a jovial sun,” all suggest human traits and aspects.
<b>REPETITION</b>	Repeating words or phrases, either sequentially or throughout a written piece, in order to add emphasis to the point being made.
<b>RHETORICAL QUESTION</b>	A question that does not get answered on the page, but is answered automatically in the reader’s/listener’s mind.
<b>SARCASM</b>	A taunting, sneering, cutting, or caustic remark. e.g. Saying, “nice work” to someone who messes up.
<b>SIMILE</b>	A figure of speech in which one thing is said to be <i>like</i> another. It is a comparison using “like” or “as.” e.g. With its high buildings on all sides, Bay Street is like a canyon.
<b>TONE</b>	Refers to the writer's attitude towards his subject and towards his audience. Tone of writing is like tone of voice when speaking of a subject or to others. How an author thinks determines how he feels; how he feels may be reflected in the words he uses, that is, his diction.