GLOSSARY: RHETORICAL STRATEGIES

RHETORICAL APPEALS

Ethos (ethical)—persuading through the character and credibility of the author. Example: "As a doctor, I am best qualified to recommend the right treatment."

Pathos (emotional)—persuading by appealing to the audience's emotions. Example: "Choose our security system because no price is too high for peace of mind."

Logos (logic)—persuading by using logic and reasoning. Example: "The data clearly shows that this type of investment consistently turns a profit, even in the worst of economic downturns."

RHETORICAL DEVICES

Alliteration—the repetition of the first consonant sound, occurring close together in a series. Example: "But a better butter makes a better batter."

Allusion—a brief reference to a famous person or event—often from literature, history, Greek mythology, or the Bible. Can help to simplify complex ideas. Example: "He was a real Romeo with the ladies."

Euphemism—a mild or pleasant term used in place of an unpleasant or offensive one. Example: "Sanitation engineer" instead of "garbage man."

Hyperbole—an obvious, intended exaggeration. Example: "His snores were louder than a freight train," or, "I've told you a million times."

Juxtaposition—putting two contrasting elements together that are so unlike that the effect is surprising, witty, or even startling. Example: "My only love sprung from my only hate." (*Romeo and Juliet*)

Metaphor—comparison without using "like" or "as." Example: "He felt lost in a sea of nameless faces," or, "The teacher planted seeds of wisdom."

Oxymoron--the combination of two words of opposite meaning for dramatic, comedic or provocative effect. Example: "Dark comedy" or "open secret."

Parallelism—several parts of a sentence or several sentences expressed in similar grammatical form to show that the ideas are equal in importance. Can add balance, rhythm and emphasis to ideas. (Often occurs with anaphora, epistrophe and/or juxtaposition.) Example: "...We shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty." (John F. Kennedy, *Inaugural Address*)

Personification—a type of metaphor in which non-human objects or ideas are given human qualities. Example: "The wind whispered her name."

Repetition—a repeated word or phrase, used for emphasis. There are two common types:

- **Anaphora**—repetition at the beginning of a line. Example: "We demand truth. We demand justice. We demand equality."

- **Epistrophe**—repetition at the end of a line. Example: "See no evil. Hear no evil. Speak no evil."

Rhetorical Question—a question posed for effect, not requiring an answer. Example: "How long shall we look the other way while our fellow human beings suffer?" (Michael Harrington, *The Other America: Poverty in the United States*)

Simile—comparison using "like" or "as." Example: "She was as quiet as a mouse."

Understatement—a statement that says less than it means; often used for comedic effect. Example: "I have to have this operation. It isn't very serious. I have this tiny little tumor on the brain." (J.D. Salinger, *Catcher in the Rye*)

Verbal Irony—a statement that expresses the opposite of the literal meaning of the words. Often used for humorous or sarcastic effect. Example: "Lucky me, I've lost my wallet."

"Letter from Birmingham Jail" by Martin Luther King Jr.

Rhetorical Analysis

Rhetorical Appeals:

Choose the best examples of ethos, pathos and logos; write them below. Explain each.

Best Example of Pathos (Cite Page Number): _____

_____

Explanation: _____

_____

Best Example of Logos (Cite Page Number): _____

_____

Explanation: _____

_____

Best Example of Ethos (Cite Page Number): _____

_____

Explanation: _____

_____

_____

Rhetorical Devices:

Choose ten exceptional examples of rhetorical devices from King's letter, using at least three of the new devices we've studied. Write them below; cite page number.

Example: _____

_____ Device: _____

Example: _____

_____ Device: _____

Example: _____

_____ Device: _____

Example: _____

_____ Device: _____

Example: _____

_____ Device: _____

Example: _____

_____ Device: _____

Example: _____

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