

Rhetorical Terms and Techniques of Persuasion

Fill in examples from Kennedy's Inaugural Address

Alliteration: repetition of the same sound beginning several words in a sequence

Examples:

Anaphora: repetition of a word or phrase at the beginning of successive phrases, clauses or lines.

Examples:

Anastrophe: transposition of normal word order

Examples:

Antithesis: contrast of ideas or words in a parallel structure

Examples:

Assonance: repetition of vowel sounds in non-rhyming words

Examples:

Consonance: repetition of consonant sounds within words or ending words

Examples:

Metaphor: implied comparison through a figurative, not literal, use of words

Examples:

Parellelism: the arrangement of words, phrases, clauses, or larger structures placed side by side, making them similar in form

Examples:

Paradox: a statement that seems self-contradictory, yet turns out to have a rational meaning

Examples:

Repetition: a word or phrase used two or more times in close proximity

Examples:

Using Emotion-Arousing Words

Examples:

Using Fear

Examples:

Using References to the Past

Examples:

Sources

University High School, Central Valley School District, Spokane, WA, *A.P. Language and Composition - Rhetorical Terms & Glossary*, Retrieved November 4, 2010. Website:

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