

Good Grammar / Rhetorical Terms

[Rhetorical Terms](#) – there are 100's -> here are just some to look out for.

	Description	Examples
Alliteration	Repeated sound of the first consonant in a series of multiple words	- <i>Tasty tips</i> - <i>Peter Piper Picked a Peck of Pickled Peppers</i>
Symmetrical Alliteration	Phrase must have a pair of outside end words both starting with the same sound	- <i>Rust brown blazers rule</i>
Anaphora	repetition of a word or words across two or more successive phrases	- <i>“There is a time for thinking. There is a time for speaking. And there is a time for action.</i>
Assonance	Is the repetition of vowel sounds to create internal rhyming within phrases or sentences, and together with alliteration and consonance serves as one of the building blocks of verse	- <i>on a proud round cloud in white high night — E. E. Cummings, if a cheerfulest Elephantangelchild should sit</i>
Cacophony	Is the use of word with Harsh consonants, usually at the beginning of the word	- <i>KitKat, Cacophony</i> - <i>Pauper</i>
Hyperbole	Deliberate exaggeration for emphasis or humorous effect	- <i>There must have been a million people in front of me in the queue</i>
Irony	The expression of one’s meaning by using language that normally signifies the opposite, typically for humorous or emphatic effect	- <i>Don’t go overboard with the gratitude.</i> - <i>“How nice!” when I said I had to work all weekend.</i>
Onomatopoeia	Is the use of words that attempt to emulate a sound	- <i>Smek, Kaboom, plop</i>
Palindrome	is a word, phrase, number, or other sequence of characters which reads the same backward or forward	- <i>Amor, Roma</i> - <i>Was it a car or a cat I saw</i>
Rule of Three	Suggests that things that come in threes are inherently funnier, more satisfying, or more effective than other numbers of things	- <i>I came, I saw, I conquered</i> - <i>Friends, Romans and countrymen</i>
Metaphor	Something as being the same as some unrelated thing for rhetorical effect	- <i>Rollercoaster of emotions</i>
Simile	Directly compares two things through the explicit use of connecting words (such as <i>like, as, so, than</i> , or various verbs such as <i>resemble</i>)	- <i>Like a fish out of water</i>
Adjectives	Great use of adjectives can really make a speech come alive	- <i>The frail, weathered old man battled against the raging, fierce wind</i>

Rhetorical Devices

Logos – is the use of logical ideas to appeal to the audience

Pathos – is the appeal to the audience’s emotions

Ethos – describes the guiding tenets that characterize a community, nation or ideology; it may also appeal to the authors credibility. It is an appeal based on the character of the speaker

AVOID

	Description	Examples
Jargon	Using technical or specific words / phrases which people outside your sphere will not understand	- <i>SWOT, TLA's</i>
Long sentences	Using long sentences make the speech hard to understand, unlike reading, you do not get the chance to repeat	-