**RHETORICAL STRATEGIES COMMONLY USED   
IN SPEECHES AND PERSUASIVE ESSAYS**English 9A, Q2 Argument Unit  
Ms. Mauer

**OBJECTIVES:** You will be expected to identify and explain the effect of these strategies in several pieces of writing. Additionally, you will be required to use at least three of these strategies in your own persuasive essay for an intended effect.

**Anaphora:** The deliberate repetition of the first part (**beginning**) of the sentence in successive clauses or phrases in order to achieve an artistic effect.

**(TYPE of\*) Diction:** The style of speaking or writing determined by the choice of words by a speaker or a writer. (FDR’s speech has emotionally charged diction. Find at least three examples.) \**Note: To use diction as a rhetorical strategy, you MUST define the TYPE. Diction alone is just another term for words.* See your Reference Guide Handout for examples. Some examples include: emotionally charged diction, informal or formal diction, collective diction, pedestrian diction, pedantic diction.

**Epistrophe:** The repetition of a word at the **end** of successive clauses or sentences for an intended effect.

**Hyperbole:** A figure of speech, which involves an exaggeration of ideas for the sake of emphasis.

**Imagery:** The use of descriptive sensory language, including details of taste, touch, sight, smell, and sound.

**Irony:** A figure of speech in which words are used in such a way that their intended meaning is different from the actual meaning of the words. It may also be a situation that may end up in quite a different way than what is generally anticipated.

**Oxymoron:** A figure of speech in which two opposite ideas are joined to create an effect. The common oxymoron phrase is a combination of an adjective proceeded by a noun with contrasting meanings, e.g. “cruel kindness” or “living death.”

**Parallel Structure:** Using the same pattern of words to show that two or more ideas have the same level of importance.

**Personification:** The attribution of human characteristics to something nonhuman, or the representation of an abstract quality in human form.

**Rhetorical Question:** A question writers ask without expecting an answer. The question might be one that does not have an answer or has an obvious answer but it is only asked to make a point, to persuade or for effect.

**Rhetorical Shift:** A change or movement in a piece from one point or idea to another. Conjunctions like "but," "however," and "although." Conjunctions are used to show rhetorical shift.

**Tone Shift:** When a writer develops one attitude or approach that toward the work's central theme or subject and then changes that tone for effect. *Note: Works can have more than one tone shift.*