













# RHETORICAL DEVICES

## POSTER SET

TOOLS WRITERS AND SPEAKERS USE TO PERSUADE, INFORM AND INSPIRE.

DEVICE	DEFINITION	EXAMPLE
 <b>ANAPHORA</b>	Repeating a word or phrase at the beginning of successive clauses or sentences.	“ We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets.” – Winston Churchill
 <b>ANTITHESIS</b>	Placing contrasting ideas in a balanced structure to highlight the difference.	“ It was the best of times, it was the worst of times.” – Charles Dickens
 <b>APHORISM</b>	A short, clever statement that expresses a general truth or principle.	“ The only thing we have to fear is fear itself.” – Franklin D. Roosevelt
 <b>ASSONANCE</b>	The repetition of vowel sounds within nearby words.	“ The rain in Spain stays mainly in the plain.” – Traditional
 <b>CONTRAST</b>	Highlighting differences between ideas, people or things.	“ I have a dream that one day this nation will rise up and live out the true meaning of its creed.” – Martin Luther King Jr.
 <b>HYPERBOLE</b>	Exaggerated statements not meant to be taken literally.	“ I’m so hungry I could eat a horse.” – Everyday speech
 <b>METAPHOR</b>	Making a comparison by saying one thing is another.	“ All the world’s a stage.” – William Shakespeare
 <b>PARALLELISM</b>	Using the same grammatical structure for a series of words or phrases.	“ Ask not what your country can do for you, ask what you can do for your country.” – John F. Kennedy
 <b>PATHOS</b>	Appealing to emotions to connect with the audience.	“ No act of kindness, no matter how small, is ever wasted.” – Aesop
 <b>RHETORICAL QUESTION</b>	Asking a question for which no answer is expected.	“ Is there any one of you who does not want freedom?” – Susan B. Anthony
 <b>SIMILE</b>	Making a comparison using ‘like’ or ‘as’.	“ Her smile was like sunshine after the storm.” – Everyday speech
 <b>SYNECDOCHE</b>	Using a part to represent the whole or the whole to represent a part.	“ The crown decided to raise taxes.” – Part for whole



**PURPOSE**  
Why is this device used here?



**EFFECT**  
What effect does it have on the audience?



**ANALYSE**  
How does it shape meaning and tone?



**APPLY**  
Use these devices in your own writing.