

## Rhetorical devices and their possible effect on the audience

stylistic / rhetorical device	function / effect
<p><b>repetition</b></p> <ul style="list-style-type: none"> <li>- <b>anaphora</b> ("Now is the time to...")</li> <li>- <b>alliteration</b> ("t<u>r</u>ials and t<u>r</u>ibulation")</li> <li>- <b>parallelism</b> ("I have a dream that...")</li> </ul> <p>the use of <b>absolutes</b>: "all", "never", "always"..</p> <p>the use of <b>qualifiers</b>: "perhaps", "some", "maybe"...</p>	<ul style="list-style-type: none"> <li>- to stress / to put special emphasis on / to point out</li> <li>- to emphasize / to strengthen once again / to repeat key words/major arguments/important aspects</li> <li>- increase in intensity / to give more impact to words</li> <li>- to make s.th. more memorable and quotable</li> </ul>
<p>use of <b>first person plural pronoun</b> ("we", "our")</p>	<ul style="list-style-type: none"> <li>- to involve the listeners/readers</li> <li>- speaker presumes/presupposes that listeners/readers support his/her point of view / agree with him/her (it seems unreasonable not to agree with the speaker)</li> <li>- speaker wants to impose his/her opinion on the reader</li> <li>- to create the illusion of a group identity/mutual understanding ("us" against "them")</li> <li>- to create solidarity</li> <li>- speaker identifies with the audience or wants audience to identify with him/her</li> </ul>
<p><b>drastic/vivid descriptions</b> ("left you battered by storms of persecutions and staggered by the winds of police brutality")</p>	<p>to appeal to ...</p> <ul style="list-style-type: none"> <li>- ... the emotions rather than to reason</li> <li>- ... the listeners'/readers' conscience</li> </ul>
<p><b>opposites/antithesis; negatives/positives</b></p> <p><b>use of pronouns</b>: "us" vs. "them"</p> <p><b>praising models and heroes</b></p>	<ul style="list-style-type: none"> <li>- to create identification</li> <li>- to create solidarity</li> <li>- to create a dichotomy</li> <li>- to tag a group emotionally as "good" or "bad"</li> <li>- to connect with the audience</li> <li>- to create the effect of unity and unanimity but also: to exclude/ostracize people, groups...</li> <li>- the speaker encompasses/represents the whole nation/party/movement...</li> </ul>
<p><b>rhetorical questions</b> ("Do you really believe that ...?")</p>	<ul style="list-style-type: none"> <li>- to involve listeners/reader</li> <li>- to make them think or question old beliefs</li> <li>- to arouse interest / to attract attention</li> <li>- to elicit consent</li> </ul>
<p><b>emotive language</b></p>	<ul style="list-style-type: none"> <li>- to influence the listener's feelings directly (fears, hopes, desires...)</li> <li>- to trigger emotional support</li> </ul>
<p><b>enumeration</b> (to enumerate) ("The problems are caused by our cars, our electronic devices and our factories")</p>	<ul style="list-style-type: none"> <li>- to emphasize / to stress sth.</li> <li>- to make listeners/readers aware of the extent of the problem</li> </ul>
<p><b>climax</b> ("These are not just my priorities. They're not even just your priorities. They're not even just Hispanic or Latino priorities. These are American priorities.")</p>	<ul style="list-style-type: none"> <li>- there is an increase in intensity (from weakest to strongest, from minor to major problem, from individual to more general)</li> </ul>
<p><b>comparison/simile</b> (to compare s.th. to/with s.th.) ("You are blind as a bat")</p> <p><b>metaphor (for)/image</b> ("manacle of segregation", "exile in his own land")</p>	<ul style="list-style-type: none"> <li>- to arouse interest</li> <li>- to simplify complicated matters by referring to everyday/known experiences/phenomena</li> <li>- to appeal to the imagination</li> <li>- to add color to the speech</li> <li>- to make an argument more compelling</li> </ul>

<p><b>personification</b> (to personify) ("America has given the Negro people a bad check")</p>	<ul style="list-style-type: none"> <li>- to simplify matters by reducing complexity</li> <li>- to imply that the abstract unit can (re)act as one</li> </ul>
<p><b>symbol</b> ("a key to advancement", "an open door to the future")</p>	<ul style="list-style-type: none"> <li>- to appeal to the listeners' imagination</li> <li>- to refer to s.th.</li> </ul>
<p><b>irony/sarcasm</b></p>	<ul style="list-style-type: none"> <li>- indirect criticism</li> </ul>
<p><b>exaggeration /hyperbole</b> ("he is not a man but a demon, a monster, a subverter and an enemy")</p>	<ul style="list-style-type: none"> <li>- to provoke protest</li> <li>- to criticize the opponent</li> <li>- to launch into a polemic against</li> <li>- to be polemic</li> <li>- to stress / to highlight a fact</li> </ul>
<p><b>quoting experts/authorities; referring to statistics/polls/research</b></p>	<ul style="list-style-type: none"> <li>- to back up/support one's arguments</li> <li>- to eliminate doubt</li> </ul>
<p><b>direct address to the listeners/readers</b> ("Let us (not)...", "Be not afraid", "You American people – can you ask yourselves why ...?")</p>	<ul style="list-style-type: none"> <li>- to make the audience feel involved/think about s.th.</li> <li>- to touch the listeners personally</li> <li>- to appeal to the listeners/readers</li> </ul>
<p><b>historical allusion</b>  (appeal to) shared values / a shared heritage traditional association  placing oneself in the line other famous people (presidents, leaders...)</p>	<ul style="list-style-type: none"> <li>- to strengthen arguments</li> <li>- to appeal to patriotism</li> <li>- to stress a common ground</li> <li>- being part of national narrative or identity, allusions are deeply rooted in memories &gt; acquire status of symbols that nation uses to describe their contemporary fears/hopes/concerns</li> <li>- to establish/maintain identity</li> <li>- to give direction to actions</li> <li>- to show continuity, stability</li> <li>- to deny self-interest</li> </ul>
<p><b>use of humour, elicitation of applause, thanking the audience</b></p>	<ul style="list-style-type: none"> <li>- to gain approval</li> <li>- to gain collaboration, sympathy</li> <li>- to unite the audience by shared laughter and humor</li> <li>- to create group unity</li> </ul>
<p><b>reference to God biblical allusions quoting the Bible</b></p>	<ul style="list-style-type: none"> <li>- to stress that the aim/cause... is righteous</li> <li>- to give the impression that the speaker is on a divine/sacred mission or that he/she fulfils a God-given mission</li> <li>- to guarantee unquestioning approval/consent</li> <li>- to quell any kind of criticism /opposition (to nip criticism in the bud)</li> <li>- to give the impression of being inspired by God/ the Bible</li> <li>- to justify policy</li> <li>- to show genuine religious commitment</li> <li>- to obscure true motives/reasons/causes...</li> </ul>
<p><b>reference to (our) "nation"</b></p>	<ul style="list-style-type: none"> <li>- to personify a nation as though it were a person with feelings, thoughts and a will of its own, a deified, sacred and enlarged representation of ourselves</li> <li>- to portray the nation as an amalgam of its collective best</li> <li>- to quell any kind of criticism</li> <li>- to gain support for the speakers aims</li> <li>- to incarnate all the people / the nation</li> </ul>