**Rhetorical Strategies**

* Ethos: Speakers appeal to ethos to demonstrate that they are credible and trustworthy based on their qualifications or authority. Speakers can build ethos by sounding logical and reasonable & demonstrating shared values (using we or us). (page 8)
* Logos: Uses reason by offering clear, rational ideas. Clear main ideas specific details, examples, facts, statistics, and/or expert testimony. (page 11)
* Pathos: appeals to emotion, values, desires, and hopes. Or, fears and prejudices. An argument appealing **only** to emotion is generally considered weak. (page 13)
* Exigent: Pressing or urgent
* Fallacy: faulty reasoning; misleading or unsound argument
  + Red Herring: something unimportant that is used to stop people from noticing or thinking about something important
  + Ad Hominem: marked by or being an attack on an opponent's character rather than by an answer to the contentions made
  + Faulty Analogy: when the analogy does not work (see analogy below)
  + Post hoc ergo propter hoc: (Latin for “after this therefore because of this”) Assuming that because event B followed event A it was directly caused by event A.
  + Straw Man: a weak or imaginary argument or opponent that is set up to be easily defeated
* Bias: prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair
* Satire: comedy directed at ridiculing human foibles and vices with the intent to expose faults in order to correct them.
  + Inflation: exaggerates real-life situations to such a degree that they become ridiculous and flaws and faults are highlighted.
  + Diminution: Reduces the size of something in order to make it appear ridiculous or that it be examined closely and have its faults seen close up
* Juxtaposition: placement of two things closely together to emphasize similarities or differences
* Parody: ridicules an original piece of work. Parody is in literature what the caricature and cartoon are in art.
* Aphorism: A witty, memorable saying
* Epanorthosis: immediate rephrasing for intensification or justification
* Personification: Assigning human like attributes to non-human objects.
* Periodic Sentence/Structure: method of writing in which the main idea is reserved for the very end
* Allusion: a reference to a well-known piece of literature, art, history, etc.
* Metaphor: an implied comparison between unlike things
* Analogy: a comparison of two things based on their being alike in some way
* Parallel Structure: Uniformity in writing so that grammatical elements are in analogous forms
* Metaphysical Conceit: a lengthy comparison between two strikingly different ideas
* Diction: Word choice
* Connotation: an idea or feeling that a word invokes in addition to its literal or primary meaning
* Syntax: Type of sentence structure or word order
* Simile: Comparison using like or as
* Imagery: visually descriptive or figurative language
* Inverted Syntax: reversal of the normal order of the words and phrases in a sentence, as, in English, the placing of an adjective after the noun it modifies (“the form divine”), a verb before its subject (“Came the dawn”), or a noun preceding its preposition (“worlds between”).
* Enjambment: Enjambment is a term used in poetry to refer to lines that end without punctuation and without completing a sentence or clause.