

Rhetorical Strategies

There are many **rhetorical strategies/literary devices** we use to make our language more effective.

These include:

- **rhetorical question** – ask a question which doesn't need to be answered to get your audience thinking about their own opinions
- **hyperbole** – is an exaggeration often used to add **humour** or emphasis
- **understatement** - presenting something as being smaller, worse or less important than it actually is
- **imperative** – a command word used to grab attention
- **listing** – of examples and words to support an idea
- **alliteration** – using words starting with the same letter to make it memorable.
- **other sounds devices** - onomatopoeia, internal rhyme, cacophony
- **simile/metaphor** - comparisons
- **repetition** - used to emphasize important points
- **enjambment/line structure** - the continuation of a sentence without a pause beyond the end of a line or natural break
- **context** - the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed.
- **text structures** - how the information is organized
- **syntax** - the arrangement of words and phrases to create well-formed sentences in a language
- **diction** - the choice and use of words and phrases in speech or writing.
- **pun** - a play on words to evoke humour