List One (rhetorical strategies)

**allegory**
story in which everything is a symbol

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**Function of Allegory**

Writers use allegory to add different layers of meanings to their works. Allegory makes their stories and characters multidimensional, so that they stand for something larger in meaning than what they literally stand for. Allegory allows writers to put forward their moral and political point of views. A careful study of an allegorical piece of writing can give us an insight into its writer’s mind as how he views the world and how he wishes the world to be.
Zeugma Definition: a figure of speech in which a word, usually a verb or an adjective, applies to more than one noun, blending together grammatically and logically different ideas.

Function of Zeugma

The above examples of Zeugma show that this literary device may create confusing or dangling sentences. However, if used correctly, it adds flavor to literary texts as it helps produce a dramatic effect, which could possibly be shocking in its result. Zeugma examples are also found in literary works of famous writers and poets from several centuries ago to add vividness and conciseness to their texts.
Colloquial informal language

Function of Colloquialism

Colloquial expressions, in a piece of literature, may give us deep insights into the writer’s society. They tell us about how people really talk in their real life. Therefore, they help a writer to form strong connections with readers. Colloquial expressions impart a sense of realism to a piece of literature which again attracts readers as they identify it with their real life.

Moreover, they add variety to the characters which makes them more interesting and memorable.
Function of Diatribe

Diatribe sharpens the critical faculty of writers. It also enables the readers to understand and access a work how it could have a powerful effect on their lives. Diatribes or bitter criticisms appeal to multiple readers in different ways due to their conflicting interpretations and comparisons about the objects criticized. In addition, diatribe makes the readers aware of good and bad qualities of the objects and persons in question. Besides, it is very common in literary works, politics, and everyday speech.
Euphemism

Definition: Makes something bad sound good. “The old man passed away.”

Function of Euphemism

Euphemism helps writers to convey those ideas which have become a social taboo and are too embarrassing to mention directly. Writers skillfully choose appropriate words to refer to and discuss a subject indirectly which otherwise are not published due to strict social censorship e.g. religious fanaticism, political theories, sexuality, death etc. Thus, euphemism is a useful tool that allows writers to write figuratively about the libelous issues.
Homily

Literary Devices: Homily

- Literally "sermon", or any serious talk, speech, or lecture providing moral or spiritual advice.
- A passage in a work that gives stern solemn advice on how to live and is mostly concerned with morals and conduct.

Function of Homily

Usually, religious figures deliver homilies in churches, mosques, temples, at mass gatherings, at funeral, and at baptism and wedding ceremonies. Its main purpose is to convey a moral lesson to the people. Besides teaching moral education, it awakens people’s conscience, calls them to repentance and nourishes their faith. Another purpose is to interpret the lives of the people in such a way that they could reconcile with God Almighty and with one another. Besides this, priests use different persuasive techniques to appeal the listening congregation.
litotes -

**litotes, meiosis**

*understatement for rhetorical effect (especially when expressing an affirmative by negating its contrary); "saying 'I was not a little upset' when you mean 'I was very upset' is an example of litotes"*
Function of Litotes

Litotes uses ironical understatement in order to emphasize an idea or situation rather than minimizing its importance. It rather discovers a unique way to attract people's attention to an idea and that is by ignoring it.
OXYMORON

- Small beach.
- Creaking house.
- Cruel kindness.
- Cool car.
- Perfect person.
### Function of Oxymoron

Oxymoron produces a dramatic effect in both **prose** as well as poetry. For instance, when we read or hear the famous oxymoron, “sweet sorrow”, crafted by Shakespeare, it appeals to us instantly. It provokes our thoughts and makes us ponder on the meaning of contradicting ideas. This apparently confusing phrase expresses a complex nature of love that could never be expressed through any other simple expression.

In everyday conversation, however, people do not use oxymoron to make some deep statement like the one mentioned above. Instead, they do it to show wit. The use of oxymoron adds flavor to their speech.
Examples of Paradox

- Your enemy’s friend is your enemy.
- I am nobody.
- “What a pity that youth must be wasted on the young.” – George Bernard Shaw
- Wise fool
- Truth is honey which is bitter.
- “I can resist anything but temptation.” – Oscar Wilde

From the above examples of paradox, we can say that paradox creates a humorous effect on the readers because of its ridiculousness.
Function of Vernacular

The use of vernacular is everywhere, in schools, university courses, at home, offices, in law terms, medicine and media, etc. In fact, language is a starting point for any literary work, and if it is ineffective, then readers cannot get anything from the work. Vernacular is one of the literary techniques that can strike a chord with the majority of the people, makes a strong connection with them because it is closer to their everyday conversation. Also, the dialogues and phrases often reinforce the setting of a narrative, and add depth by creating a sense of realism and thus readers can relate their real lives with a literary piece.
Function of Understatement

An understatement is a tool that helps to develop other figures of speech such as irony and sarcasm by deliberately decreasing the severity of a situation when an intense response is expected by the listeners or the readers.

An understatement usually has an ironic effect as an equally intense response is expected in severe situations but the statement in response is the opposite of what was expected i.e. less intense but of course with an ironical tone. For instance, your friend returns your new coat with blots all over it; in response, you make an understatement, “It doesn’t look too bad”. Therefore, an understatement is opposite to another figure of speech hyperbole or an overstatement.
Function of a Rhetorical Question

Writers employ rhetorical questions for rhetorical effects and we cannot easily quantify the impact rendered by a rhetorical question. The idea becomes all the more powerful, and our interest is aroused to continue to read and enjoy the technical and aesthetic beauty that a rhetorical question generates. Moreover, it is a requirement in persuasive speeches.
Why is it important?
Alliteration focuses readers' attention on a particular section of text. Alliterative sounds create rhythm and mood and can have particular connotations. For example, repetition of the "s" sound often suggests a snake-like quality, implying slyness and danger.
**Definition** - a reference within a work to something famous outside it, such as a well-known person, place, event, story, or work of art, literature, music, pop culture.

**Purpose** - Lets reader/viewer understand new information, characters, plot, setting, etc. by connecting it to something already known.
What is a Pun?

A play on words that have the same sound (homonyms), but have different meanings.

Usually witty or humorous.
Common Pun Examples

In everyday life, pun examples are found intentionally or accidentally used in jokes and witty remarks. Such as:

- The life of a patient of hypertension is always at steak.
- Why do we still have troops in Germany? To keep the Russians in Czech.
- A horse is a very stable animal.
- Time flies like an arrow. Fruit flies like a banana.
- An elephant’s opinion carries a lot of weight.
- What is the difference between a conductor and a teacher? The conductor minds the train and a teacher trains the mind.

Function of Pun

Apart from being witty and humorous, puns add profound meanings to texts and shape the way in which the text is interpreted by the readers. By playing with the words, the writers reveal their cleverness and the cleverness of their characters. Besides, puns in a literary works act as a source of comic relief or an intentional effort on the part of the writer to show his/her creative ability in using language.
**Archetype**

**Definition of Archetype**

- Archetype – a recurrent image, symbol, character or even situation that is an instinctual expression of man's nature and experiences that are universal in nature.

**Situational Archetypes**

- Quest
- Task
- Initiation
- Journey
- Fall
- Death and rebirth
- Nature vs. mechanical
- Good vs. evil
- Unhealable wound
- Ritual
- Magic weapon
Function of Archetype

The use of archetypical characters and situations gives a literary work a universal acceptance, as readers identify the characters and situations in their social and cultural context. By using common archetype, the writers attempt to impart realism to their works, as the situations and characters are drawn from the experiences of the world.
Assonance

Repeating a vowel sound throughout a sentence phrase, paragraph, or entire piece of writing (A, E, I, O, U, sometimes Y).

Example

The Cat ran after the alligator who was trying to assist an alarmed drowning armadillo to get across the river.

Let's meet the cheery man with the sheep on the corner of the street.

Function of Assonance

Similar to any other literary device, assonance also has a very important role to play in both poetry and prose. Writers use it as a tool to enhance a musical effect in the text by using it for creating internal rhyme, which consequently enhances the pleasure of reading a literary piece. In addition, it helps writers to develop a particular mood in the text that corresponds with its subject matter.
Ways to Characterize Diction

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<tr>
<th>Informal</th>
<th>(personal writing)</th>
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<td>Boss</td>
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<td>Get across</td>
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Ex. He is two fries short of a Happy Meal. (slang=highly informal)
    He’s crazy. (informal)
    He’s schizophrenic or insane. (formal)

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<th>Formal</th>
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<td>Relatives</td>
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<td>Superior</td>
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Levels of Diction
(Levels of Articulation)

I. High/Formal /elevated – for highly educated audience. Ex. Peruse

II. A. Neutral/Standard – for well-educated audience. Ex. Examine
    B. Neutral/Informal – for a familiar audience. Ex. Look over

III. Low/Non-standard – for a specific audience. Ex. chekidawt
Function of Diction

In literature, writers choose words to create and convey a typical mood, tone and atmosphere to their readers. A writer’s choice of words and his selection of graphic words not only affects the reader’s attitude but also conveys the writer’s feelings toward the literary work. Moreover, poetry is known for its unique diction that separates it from prose. Usually, a poetic diction is marked by the use of figures of speech, rhyming words etc.
anecdote

an·ec·dote  [an-ik-doht]
noun, plural an·ec·dotes

I. a short account of a particular incident or event, especially of an interesting or amusing natu
Function of Anecdote

Anecdotes and humorous pieces are not only jokes, but exquisite literary devices as well. Their major purposes are to stir up laughter, to disclose a truth in a general way, or to describe a feature of a character in such a way that it becomes humorous and at the same time gives us a better understanding of the character.

Anecdotes may also serve as cautions. Writers tell their readers about the possibilities of future happenings in case they do not follow particular processes and techniques.
Anticlimax

Often, following a crisis, the tension level often goes down, and the reader can relax a bit. This is an anti-climax.

Anti-climax or Bathos

- This is the opposite of climax and signifies a descent from the higher to the lower.

E.g.

1. The soldier fights for glory and a shilling a day.
2. I die, I faint, I fail.

Function of Anti-Climax

Generally ludicrous or comic effect is produced by anti-climax. When employed intentionally, it devalues the subject. Therefore, it is frequently used for satirical and humorous composition in literature and movies. However, sometimes it is used unintentionally – then it is known as bathos.