



Rhetoric = the art of persuasion
 A good **orator** (a public speaker) is made up of various parts including **physical** traits (voice and body language), **linguistic** choices (vocabulary, rhetorical devices, structural features), **cognitive** ability (clarity and awareness of audience) and **social and emotional** ability (confidence and empathy with those talking and listening).



Ethos: An appeal based on the reliability, credibility or expertise of the writer.	<i>Research compiled by analysts from NASA, as well as organizations from five other nations with space programs, suggests that a moon colony is possible with international support.</i>
Logos: A logical argument, making use of facts and figures or evidence.	<i>75% of those who consume 1-2 squares of dark chocolate a day report being happier than those who do not.</i>
Pathos: An appeal to the audience's needs, values or emotions.	<i>If you decide to stay with friends over the Christmas break, your mum will be heartbroken.</i>
Tricolon: The rule of three.	<i>Tell me and I forget. Teach me and I remember. Involve me and I learn.</i>
Tricolon diminuens: A "diminishing" tricolon. Its parts decrease in magnitude or intensity; this can be a decrease in clause lengths or syllables.	<i>They're ignoring the growing queues at food banks, they're ignoring the housing crisis, they're cutting tax.</i>
Tricolon crescens: A "rising" tricolon. Its parts increase in magnitude or intensity towards a climax on the third part; this can be an increase in clause lengths or syllables.	<i>The truest, the richest, and most unspeakable glories of the land.</i>
Isocolon: A rhetorical scheme in which parallel elements possess the same number of words or syllables. There is a balance in the sentence.	<i>Ask not what your country can do for you; ask what you can do for your country.</i>
Enumeratio: Takes a simple statement and expands it, breaking it down into parts and emphasizing the detail.	<i>I will go to town now. → I am going down to the station to catch the train to town where I shall go to the bank, visit the hairdresser, buy some flowers, then catch the train back so I can be here for five o'clock, just before Richard and Jane come.</i>
Apophysis: The raising of an issue by claiming not to mention it – a sly way of getting a dig in.	<i>Of course, I do not need to mention that you should bring pen to the exam.</i>
Litotes: Understatement to emphasise a point by stating a negative to further affirm a positive.	<i>He was not an unwelcome guest at the party.</i>
Epizeuxis: The repetition of a word or phrase in immediate succession, typically within the same sentence.	<i>Location, location, location.</i>
Erotesis: A rhetorical question implying strong affirmation or denial.	<i>General, do you really believe that the enemy would attack without provocation, using so many missiles, bombers, and subs that we would have no choice but to totally annihilate them?</i>
Epiplexis: Asking questions to chide, to express grief, or to criticise.	<i>How could you?</i>
Optatio: An exclamation in the form of a wish.	<i>I wish you'd shut up! I need quiet to read.</i>
Apostrophe: A figure of speech sometimes represented by an exclamation, such as "Oh." A writer or speaker, using apostrophe, speaks directly to someone who is not present or is dead, or speaks to an inanimate object.	<i>Ah Humanity! The bitter cries are heard across the globe.</i>
Hyperbole: A form of exaggeration that makes everything seem more than it is.	<i>The car went faster than the speed of light.</i>
Diasyrmus: Rejecting an argument through ridiculous comparison	<i>Arguing that we can clean up government by better regulating elections is like asking a dog to quit marking his territory by lifting his hind leg.</i>

Rhyme	Correspondence of sound between words or the endings of words, e.g. <i>tree</i> and <i>bee</i> .
Couplet	Two rhymes next to each other (A,A, B,B C,C D,D).
Alternate Rhyme	Two rhymes that skip a line – they alternate (ABAB CDCD).
Enclosed Rhyme	The first and fourth lines, and the second and third lines – the inner rhyme is surrounded another rhyme (ABBA).
Monorhyme	All lines have the same end rhyme (AAAA).
Blank Verse	There is no rhyme.
Stanza	A grouped set of lines within a poem – these look like verses in a song.
Enjambment	Moving over from one line to another without a terminating punctuation mark.
Caesura	A stop or pause in a line of poetry – sometimes commas, full stops, dashes or colons can be used.
Syllable	A unit of sound. For example, the word <i>water</i> is composed of two syllables: <i>wa</i> and <i>ter</i> . A syllable is typically made up of a syllable nucleus (most often a vowel) with optional initial and final margins (typically, consonants).
Syllable count	A way of knowing the overall structure of the line and how it fits with other lines in the poem – count all the syllables in each line.
Scansion	AN analysis of the patterns of a poem by organizing its lines into stressed and unstressed syllables – it can help work out the rhythm and with identifying important words within a line.

Green with envy	At one time, it was believed that a greenish colour indicated jealousy. Shakespeare: 'Beware of jealousy, it is a green-eyed monster'.
Hold out an olive branch	To extend an offer or gesture of peace, reconciliation, truce (to someone), so as to end a disagreement or dispute. A branch of an olive tree is an emblem of peace. In the Bible, it was the token brought by a dove to Noah to indicate that God's anger has passed after the flood.
To shed crocodile tears	A false, insincere display of emotion such as a hypocrite crying fake tears of grief. The phrase derives from an ancient belief that crocodiles shed tears while consuming their prey. While crocodiles do have tear ducts, they weep to lubricate their eyes, typically when they have been out of water for a long time and their eyes begin to dry out. However, evidence suggests this could also be triggered by feeding.
Heads will roll	People will be punished for something bad that has happened. From the imagery of a head rolling on the ground when a person is decapitated as punishment for a crime.
A storm in a tea cup	A small event that has been exaggerated out of proportion.
Take with a pinch of salt	To accept a statement while maintaining a degree of scepticism about its truth. The idea comes from the fact that food is more easily swallowed if taken with a small amount of salt.
Bedlam	A place or situation of noisy uproar and confusion. The word bedlam is a contraction of Bethlehem, a hospital in London that became a lunatic asylum.

An idiom is a phrase that has a meaning that is not deduced from its literal meaning of the individual words that make it. Idioms are unique to nationalities and locations.

Idioms



Tenses help to work out if something is happening now, has happened in the past or will happen in the future. There can be regular rules for tenses e.g. <i>work</i> → <i>worked</i> or irregular rules e.g. <i>take</i> → <i>took</i> .	
The past tense is used to describe things that have already happened (e.g., <i>earlier in the day, yesterday, last week, three years ago</i>).	
The present tense is used to describe things that are happening right now, or things that are continuous.	
The future tense describes things that have yet to happen (e.g. <i>later, tomorrow, next week, next year, three years from now</i>).	
Common tense errors:	
<i>We <u>was</u> going to the cinema when we saw the fair – we went there instead.</i>	The plural tense agreement is incorrect. If the singular 'I' was used, the sentence would be correct. As the plural 'we' has been used, the 'was' becomes 'were'.
<i>I will call you when the dinner <u>will be</u> ready.</i>	When the principal clause is in the simple future tense, the subordinate clause should be in the simple present tense, e.g. I will call you when the dinner is ready.
<i>I have seen him yesterday.</i>	The present perfect tense cannot be used with phrases that refer to a definite point of time in the past. If you want to say when something happened in the past, you must use the simple past tense, e.g. I saw him yesterday.

Verbs are words used to show an action, state, or occurrence; they form a part of every sentence.
Stative or state verbs often describe states that last for some time. They are more to do with mental/emotional things rather than movement e.g. <i>like, know, prefer, believe</i> .
Dynamic verbs are always to do with moving or changing so represents action rather than a state. Dynamic verbs are sometimes known as "action verbs" e.g. <i>walk, eat, run, read</i> .
A sense verb is a verb that describes one of the five senses: sight, hearing, smell, touch, and taste. Verbs such as <i>look, seem, taste, feel, smell, and sound</i> are sensory verbs.

Similes are when something is compared to a noun using <i>as</i> or <i>like</i> , e.g. <i>He runs <u>as fast as</u> lightning</i> .	
A good simile:	
Is not too common, but has a clear image	Doesn't state the obvious
Doesn't say something really unlikely	Isn't over the top
Thinks in images/movement	Links to the first noun being compared

Adjectives are describing words.	Colours can be adjectives e.g. <i>The sky changed from pale blue to white</i> .
Nouns are things, e.g. people, places, items.	Colours can be nouns e.g. <i>The sky changed from a pale blue to an off-white</i> .
Moderating adjectives can be achieved by placing a noun in front.	Orange → <u>Carrot</u> orange Pink → <u>Candy</u> pink Green → <u>Caribbean</u> green

Prepositions indicate direction, time, location, and spatial relationships; they normally come before a noun in a sentence.
Direction preposition: Look <u>to</u> the left and you'll see our destination
Time preposition: We've been working <u>since</u> this morning.
Location preposition: We saw a movie <u>at</u> the cinema.
Space preposition: The dog hid <u>under</u> the table.

Compounding is the process of combining two words to create a new word (commonly a noun, verb, or adjective). Compounds are written sometimes as one word (<i>sunglasses</i>), sometimes as two hyphenated words (<i>life-threatening</i>), and sometimes as two separate words (<i>football stadium</i>).	
Stress is important in pronunciation, as it distinguishes between a compound noun and an adjective with a noun . In compound nouns, the stress usually falls on the first syllable.	a 'greenhouse = place where we grow plants (compound noun) a green 'house = house painted green (adjective and noun) a 'bluebird = type of bird (compound noun) a blue 'bird = any bird with blue feathers (adjective and noun)