

The VERY Short List of Lincoln's Literary/Rhetorical Devices

Rhetoric: the *structure* of a speech or text using carefully arranged words/sentences for maximum impact

Literary Devices: the *words* a writer uses to convey ideas or feelings

R or L	Device	Explanation
R	Anaphora	Repetition of the same words or phrases at the beginning of successive clauses, sentences, or lines
L	Allusion	A reference to previous literary works (like the bible), famous people, places, or events
R	Anchoring the Arguments/ Audience to True Statements	Strongest persuasive rhetorical technique as the author makes statements that are irrefutable and therefore add credibility to him/herself with the hope that the audience will receive the rest of the argument/speech as truth
R	Call to Action	Clearly stated actions that ask an audience to do a particular thing
R	Contrast	Structuring phrases and words to highlight the differences between two or more things; the second part is usually positive Ex: “. . . gave their lives that that nation might live . . .” —Abraham Lincoln, Gettysburg Address
R	Epistrophe	Using the same word or words to end a series of lines, phrases, clauses, or sentences Ex: “With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day.” —Martin Luther King Jr., “I Have a Dream” Speech

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L	Generic Language	<p>Very generic statements that allow the audience to think about all of the possible meanings meant by the statement</p> <p>Ex: “. . . little that is new could be presented” —Abraham Lincoln</p> <p>It is the opposite of <i>hyperbole</i>, which is the use of figurative language to overstate something:</p> <p>Ex: “I am so hungry I could eat a cow”</p>
L	Imagery	<p>Words that create mental pictures and often appeal to the senses (sight, sound, taste, smell)</p>
R	Inclusive language	<p>The emphasis on common beliefs, actions, and emotions to invoke and invite all members (including enemies) of an audience to consider the author’s message</p>
L	Metaphor	<p>Makes a comparison without using “like” or “as”</p> <p>Direct Metaphor: States both things being compared</p> <p>Ex: The assignment was a breeze.</p> <p>Indirect Metaphor: States one thing and leaves the audience to infer the other. It implies the comparison word.</p> <p>Ex: James growled at me for taking too long.</p>
R	Repetition	<p>Use of the same word or phrases for emphasis; when words in speeches are repeated, the brain will likely remember those words.</p>

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R	Rhetorical Appeals (Ethos, Logos, Pathos)	<p><u>Ethos</u>: establishing the authority, reputation, and trustworthiness with regard to a particular subject. A subtle way to do this is to cite sources within a speech</p> <p>Ex: Sporting wear companies using athletes to endorse their products (not so subtle!)</p> <p><u>Logos</u>: the logic used to support a claim or assertion with proof (facts and statistics)</p> <p>Ex: The show was a box-office hit and sold out three weekends in a row.</p> <p><u>Pathos</u>: appealing to the emotions of the audience</p> <p>Ex: Agency ads or campaigns for starving children, mistreated animals, etc</p>
L	Similies	<p>A comparison using “like” or “as”</p> <p>Ex: His eyes twinkled like stars.</p>
R	Simple Three-Part Speech	<p>when an author structures a text into three key parts in order to make the message easier to understand or more clear to the audience</p> <p>Ex: State the problem, give the reason, give the solution Past, present, future</p>
R	Trios, Triplets, and Triads	<p>The rule of three allows a speaker to express a concept, emphasize it, and make it memorable; can be three separate sentences, phrases within a sentence, etc.</p> <p>Ex: “It means to try to tell your kids everything you thought you’d have the next 10 years to tell them in just a few months. It means to make sure everything is buttoned up so that it will be as easy as possible for your family. It means to say your goodbyes.” —Steve Jobs, Stanford Address 2005</p> <p>Ex: “Homes have been lost; jobs shed; businesses shuttered.” —Barack Obama, First Inaugural Address</p>

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